

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 07/31/2011

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

VisitSweden

(b) Registration No.

4885

(c) Business Address(es) of Registrant

655 Third Ave, 18th Floor
New York NY10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
------	------------------------	-----------------

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

VisitSweden
Sveavägen 21
10361 Stockholm
Sweden

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Please see appendix I

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
03/29/2011	VisitSweden	Promotion funds and office	\$40,000
04/04/2011	VisitSweden	Promotion funds and office	\$50,000
04/22/2011	VisitSweden	Promotion funds and office	\$50,000
05/09/2011	VisitSweden	Promotion funds and office	\$60,000
06/24/2011	VisitSweden	Promotion funds and office	\$70,000
07/05/2011	VisitSweden	Promotion funds and office	\$70,000

\$340,000

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
02/01/2011-		1) Rent, office equipment;	\$60,000
07/31/2011		Freight, Travel	
		2) Telecommunications, Postal	\$7,000
		Services	
		3) External Services	\$70,000
		4) Salaries and other personnel	\$132,000
		costs	
		5) Trade shows, events,	\$70,000
		campaigns and PR	

\$339,000

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

VisitSweden
Sveavägen 21
10361 Stockholm
Sweden

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

VisitSweden
Sveavägen 21
10361 Stockholm
Sweden
Budget 2011; \$1,000 000

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☐ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

August 31, 2011 _____

/s/ Charlotta Thiringer _____

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

VisitSweden

Report from 02/01/2011 to 07/31/2011

Item 11

We offer via telephone calls, faxes, US mail or e-mails distribution of the Sweden Travel Guide 2010 (see enclosed) and website information (www.visitsweden.com) to prospective travelers to Sweden. We disburse information on the VisitSweden Facebook channel and via Twitter – VisitSweden US.

We publish a monthly newsletter about Sweden and Swedish destinations for approximately 40 000 subscribers.

We also offer travel information on www.goscandinavia.com in cooperation with the other Scandinavian Tourist Boards.

We run web campaigns on travel websites, such as Expedia.com and Travelocity.com to attract travelers to Sweden. We also ran a campaign called carplusvacation.com and a campaign called facesofscandinavia.com during the stated period.

We help tour operators and travel agencies to obtain information on tourist attractions, cultural events, historical sights and more.

We run press trips to Sweden for journalists and support them with information about Sweden to facilitate articles being written about Sweden and Swedish Tourist attractions. During the stated period we have had a group of seven travel writers in West Sweden and Skane and a group of five travel writers in Stockholm.

We organize familiarization trips for tour operators to showcase Sweden. During the stated period we had a trip for 8 US tour operators that spent two days in Stockholm. We also had a group of 8 meetings and Incentive travel planners in Stockholm and at the ICEHOTEL in Jukkasjärvi.

We run travel agent education activities. During the stated period we promoted our online education program published by Travel Agent Magazine (Questex Media Group), within their Travel Agent University program.

We participated at IGLTA's annual travel conference.

We participated at AIBTM – meeting and incentive planner travel show - in Baltimore.

Your guide to Sweden

2011

Sweden

Culinary expedition

Visit 
Sweden
www.visitSweden.com

The Swedish fashion miracle
Revisit your childhood
Nature – our greatest passion
Stockholm guide

Welcome

2

Welcome to Sweden!

Some people say Sweden is an exception. We take that as a compliment. It's true that in modern times, our country has been spared many of the great hardships that have affected others. Sweden still has an abundance of priceless, free luxuries such as calm and stability, fresh air and open spaces, clean water and pristine wilderness – all within easy reach of the modern urban centers, with their many delights and attractions. This is what we call our unique Swedish quality of life. We're proud of it, and we look forward to sharing it with you here.



Marlyse Lindblad
Realtor, West Chester, Pennsylvania

“I've got a lot of Swedish in me. My paternal grandparents came from Sweden and my husband is Swedish. We met at the big, traditional Swedish Lucia celebrations in Philadelphia, and I still work at this annual event. I would have visited Sweden for the first time when I was just thirteen, with my grand-

mother, but the trip was canceled as my grandfather fell ill. I'll never forget later, when I traveled there for the first time, at Midsummer with my husband, I think it was 1994. Even as we flew in, and I saw the golden canola fields, I felt I was coming home. It's a feeling you can't describe. Two weeks later, when it was time to fly home, I didn't want to leave. I still feel like that, every time I'm in Sweden. There's so much I like about Sweden. Of course I love all the wonderful countryside, and people's attitude to nature. I also like that people enjoy their spare time, and the countryside, in a completely different way than in the United States, where everything is so stressful. It's the same at workplaces. I think the States could learn a lot from Sweden – how you get much more out of people by treating them well and letting them have their spare time. Swedes can seem reserved at first, but that disappears as soon as you get to know them. I don't understand why Americans haven't discovered Stockholm and Sweden – why they always go to London, Paris or Rome instead. I've been to many European cities but Stockholm is my favorite. The abundance of water around the city is unique, as is the mixture of very modern and very old – and that you can suddenly be in the middle of the countryside, all on the same afternoon. My dream is to one day live at least part of the time in Sweden.”

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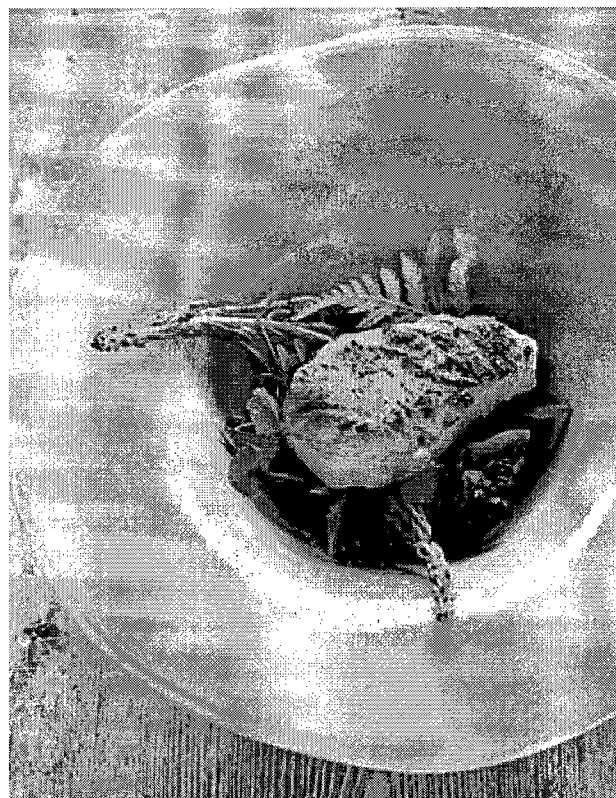
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Sweden
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Sweden 2011 is printed at an environmentally certified printers, on chlorine-free bleached paper, which is produced from FSC-certified pulp. This means the pulp comes from environmentally appropriate, socially beneficial and economically viable forestry operations.



Citybreak

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Stockholm — the city on fourteen islands

Clockwise from left:
Summer night at Mosebacke
Terrass beer garden. Cutting-
edge gastronomy at two-star
Frantzén/Lindberg. The Acne
flagship store at Norrmalms-
torg.

Right, top: View of the
medieval Old Town and
Stockholm's harbor, with
the tower of the City Hall in
the foreground.
Right, bottom: Quayside
Stockholm offers miles of
places to dine, drink, socialize
and stroll.



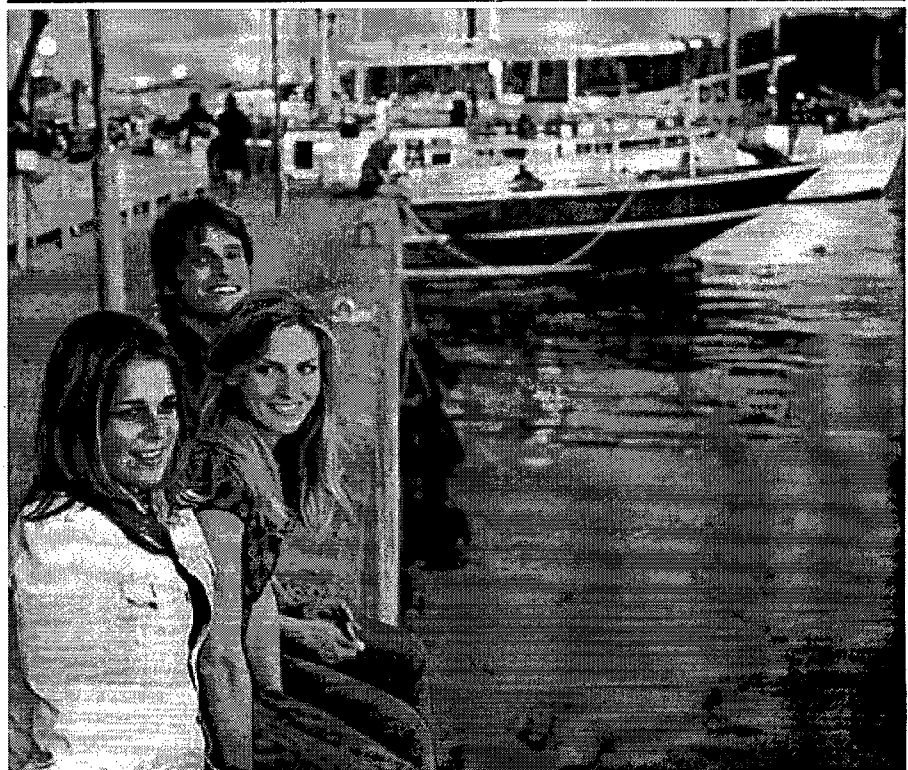
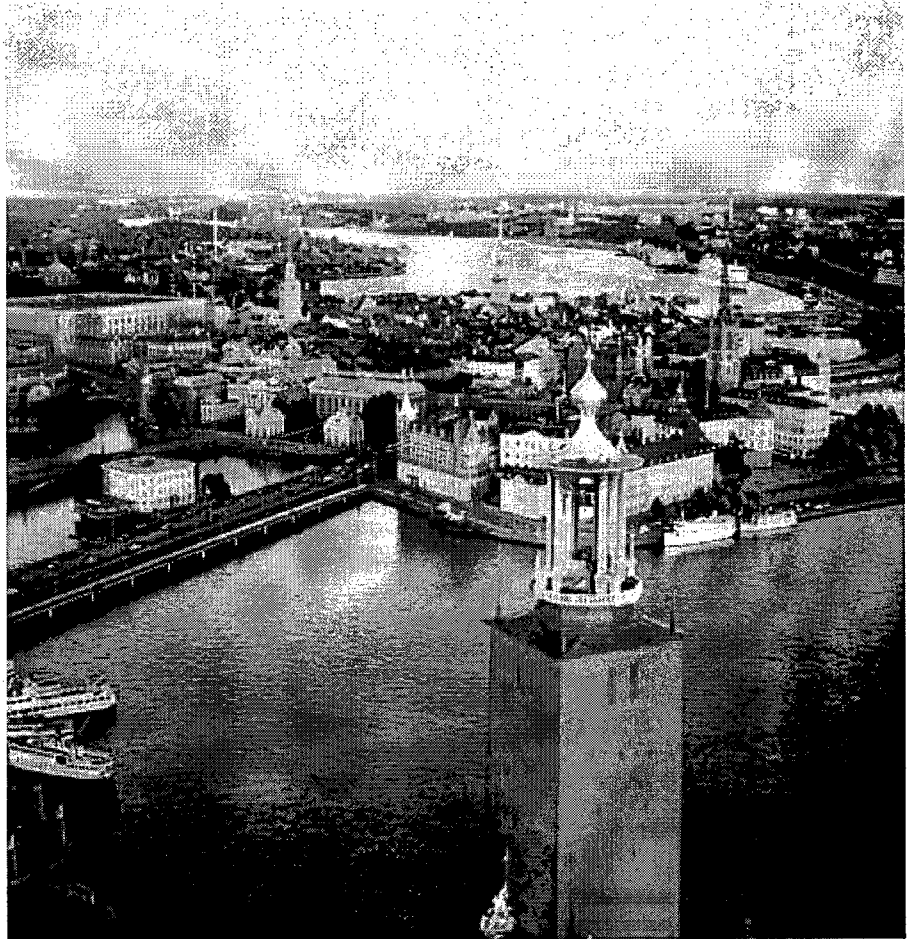
The royal Swedish capital of Stockholm is frequently referred to as one of the world's most beautiful cities, which is not surprising, given its unique location. Stockholm was built over eight centuries on fourteen islands where Lake Mälaren meets the Baltic Sea, alongside a unique archipelago and centered around the medieval Old Town and the Royal Palace.

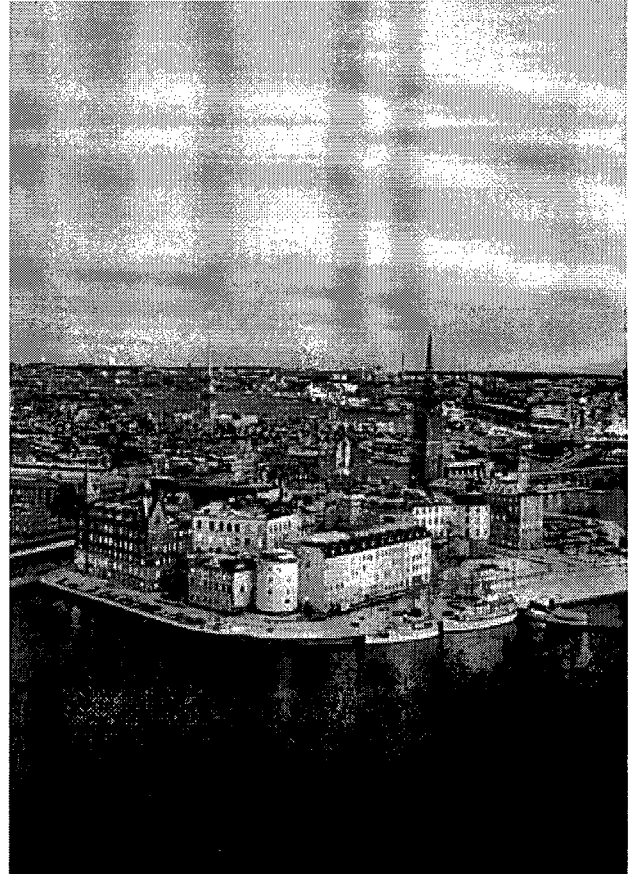
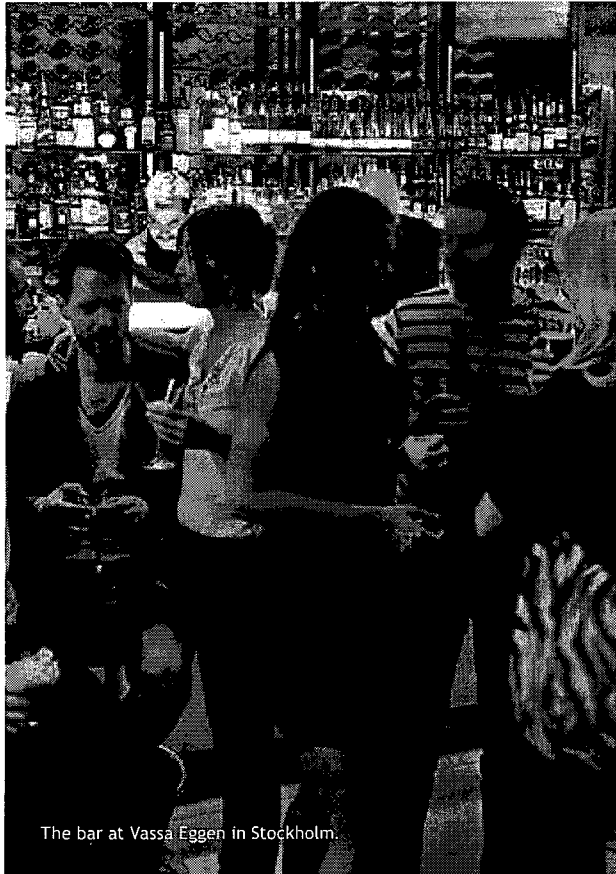
In Stockholm you can experience the history and culture of several of our country's great eras, from the Middle Ages, to its period as a great power of the 17th and 18th centuries, to the emergence of Sweden as an industrial leader around the turn of the last century. Then through the modernist and model state eras of the 20th century to today's dynamic, hyper-modern and rapidly growing city. Stockholm is recognized internationally as a leader in the development of progressive innovations, trends and behavioral patterns in the spheres of lifestyle, environment and especially technology and communications. Skype and Spotify are just two recent examples of locally developed digital products.

We often boast that Stockholm has all the advantages and assets of the modern international metropolis but few of the downsides and nuisances. The city's diversity of museums, sights and attractions, restaurants, shopping, galleries, cafés, bars and nightlife put it on a par with any other world center. In terms of fashion, art, design, gastronomy and other creative pursuits, over the past ten or fifteen years the Stockholm scene has – justifiably – received plenty of publicity on the global stage.

Still, what sets Stockholm apart in an international context is its incomparable juxtaposition of sophisticated urbanism and pristine, beautiful nature. Untouched wilderness and majestic marine worlds surround Stockholm in all four directions. But they also crisscross the city center – Ekoparken, the only urban national park of its kind in the world, forms an enormous blue and green swath filled with attractions, sights and pleasures for the body and soul. In reality, Ekoparken is a composite of several large parks, including the three royal parks of Ulriksdal, Haga and Djurgården. You won't find qualities like this in any other big city.

www.visitsweden.com
www.stockholmtown.com





visit a city discover a world

Gothenburg is a city where relaxation meets innovation. An archipelago on its doorstep, plenty of parks and cafes create a laid-back nature that blends with a vibrant cultural scene of fashion, music, art and cuisine. Dip your toes in its waters then soak up the natural beauty and outdoor life of Sweden's west coast.



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Citybreak

8

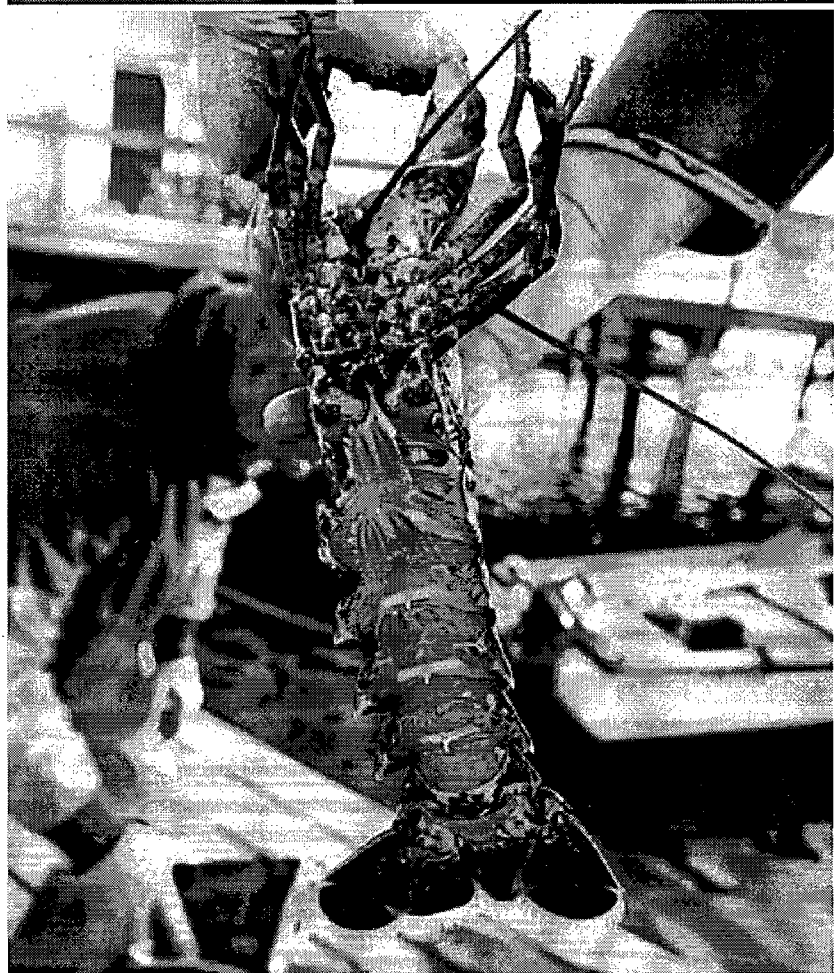
Gothenburg — city of the sea

Gothenburg, city of commerce, culture and entertainment, has always been flavored by its location by the sea.

Gothenburg's essence and character emanates from its maritime location amidst the pink-tinged granite of the salty Bohuslän Archipelago. Historically, trade and shipping have been the city's driving forces. Today the ferry traffic to numerous northern European cities, an advanced commercial shipping industry, and pleasure craft from far and wide give Gothenburg an international, marine flavor. The city is still an important center for trade and industry, and the home of corporations like Volvo and SKF. In recent decades it has undergone an exciting post-industrial transformation. The shorelines on both sides of the river that flows through the city have developed from industrial port precincts to vibrant new waterfront neighborhoods.

Gothenburg's pedestrian-friendly city center offers an attractive selection of culture, shopping, sights, restaurants, cafés, entertainment and night-life. On the car-free streets of the picturesque Haga district and in the blocks around Magasinsgatan you'll find an array of interesting places selling creative fashion and design, music, second-hand and vintage goods, books, as well as bars, restaurants and cafés. Lovers of the internationally acclaimed Swedish denim should look out for the city's own brands, Nudie and Dr Denim. The Art Gallery is a beautiful, classic museum with a first-rate collection of Scandinavian 19th and 20th century art, and older international works. The Röhsska is one of Scandinavia's foremost museums for design and crafts, with a strong collection of its own as well as interesting temporary exhibitions. Universeum and the Museum of World Culture are dynamic recent additions to the museum mix. The Botanical Garden is well worth a visit. The music scene is particularly vibrant, with the outstanding Gothenburg Symphony Orchestra, Sweden's national orchestra, under the direction of Gustavo Dudamel. During the warmer months, major international artists descend on the city for grand music festivals like Way Out West and Metaltown.

Gothenburg is also a leading entertainment and events city in Scandinavia. At the beautiful Liseberg





Above: View of the port and Göta River, with the four-master bark Viking, launched in 1906. **Right:** The award-winning restaurant Kock & Vin, ranked number three in the country by the prestigious White Guide, and a good representative of modern west-Swedish gastronomy.

Left, top: Christmas in Gothenburg – throughout December the entire city sparkles.

Left, bottom: In autumn, lobster safaris attract food lovers from far and wide.

amusement park and the extensive events precinct adjoining it there are frequent trade fairs, concerts and sports events that attract visitors from around the world. Christmas in Gothenburg has developed into something special, when the entire downtown area is transformed by a carnival of lights and decorations.

In recent years Gothenburg has received much coverage in the international press as a culinary destination, with five Michelin-star restaurants and many more first-class eateries. Seafood from the west coast is much acclaimed and Gothenburg is the best place to enjoy it. And don't miss the famous Fish Church, where seafood is sold and auctioned.

From Gothenburg you can make excursions to a number of picturesque destinations in the Bohuslän Archipelago. Take a lobster safari, kayak between the islands, or enjoy another adventure.

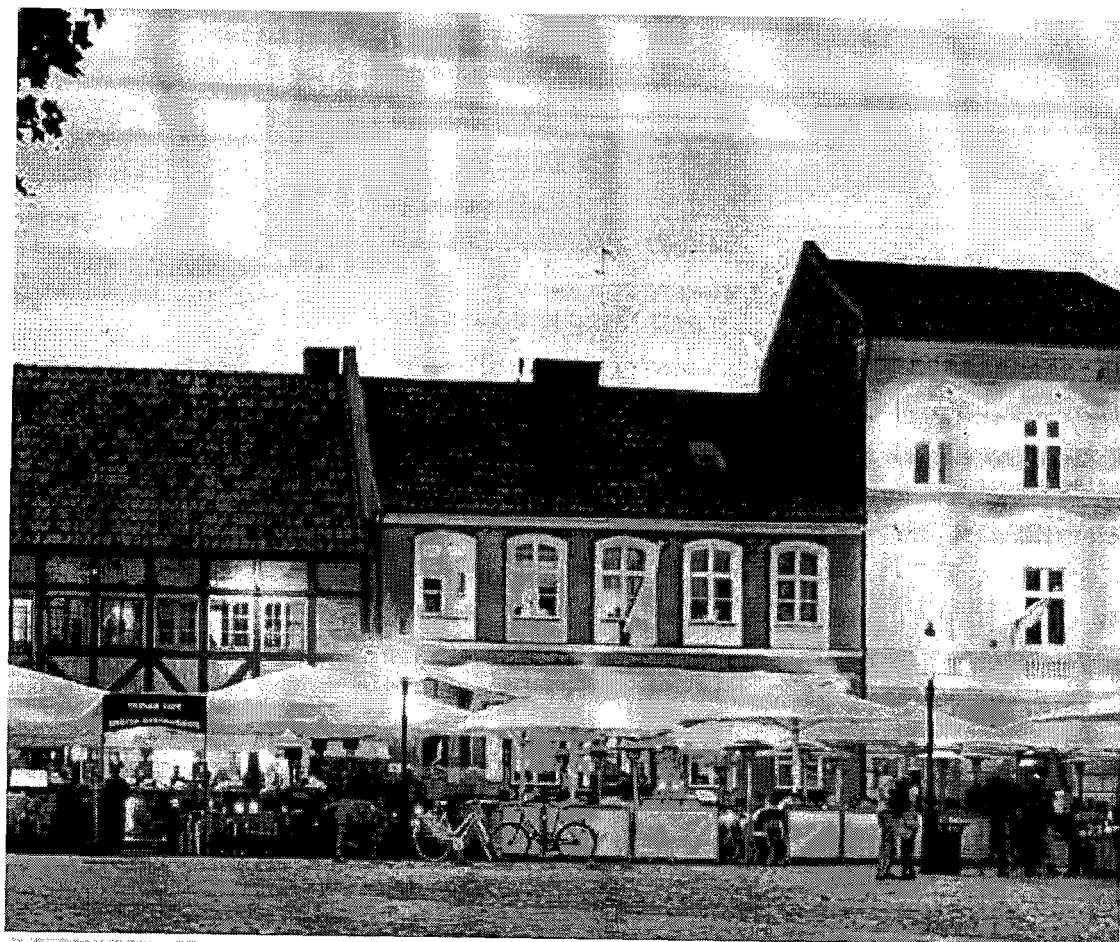
www.visitsweden.com
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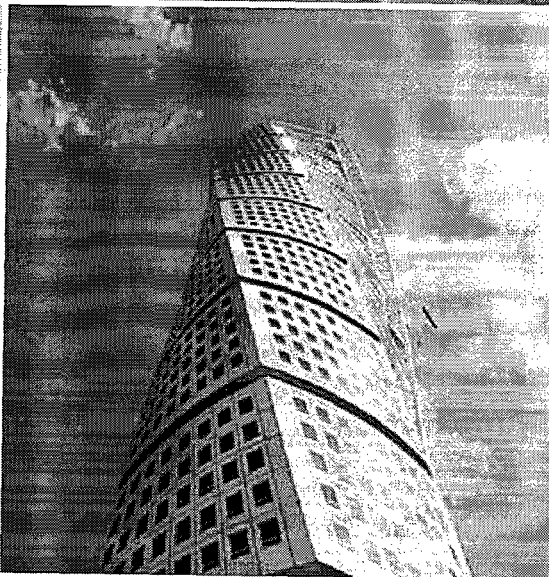
Citybreak

10

Malmö — Gateway to the continent



Left: Cozy Lilla Torg in the city center, with origins in the Middle Ages, is full of al fresco eateries in summer.



Far left: The Malmö Festival in August every year serves up a huge selection of music, art and entertainment. Left: The Turning Torso skyscraper in Västra hamnen.

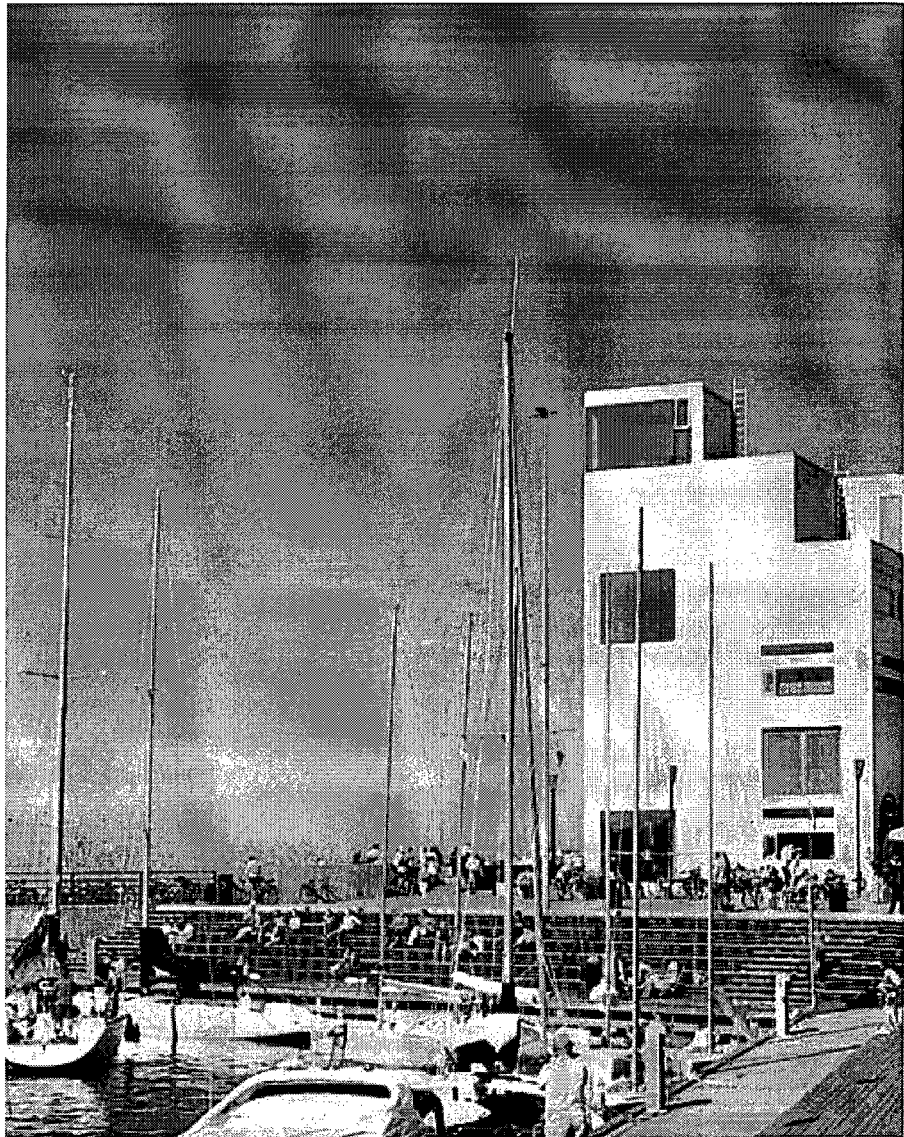
Malmö, Sweden's third city, is an old shipbuilding and industrial center which has undergone a metamorphosis in recent years, since being linked to the Danish capital of Copenhagen by the spectacular Öresund Bridge. Now the two cities are just 25 minutes apart, and the daily interaction between them is intense. Malmö has built a global reputation for being creative, progressive and environmentally aware, with international distinctions like Eco City and Fair Trade City.

For centuries Malmö was part of Denmark, and on a walk around its cozy center you can clearly see a continental style of architecture that differs from the more northerly Swedish cities. The precinct around the medieval square Lilla Torg and the majestic Stora Torget is home to a diverse range of attractive restaurants, bars and cafés, fashion and design shops, museums and galleries. A five-minute walk takes you to the growing new neighborhood of Västra hamnen, featuring the Turning Torso skyscraper, a modern, exciting meeting place for people from the entire region, with celebrated restaurants, bars, clubs and shops. Malmö is known internationally as a center for art, and is where Stockholm's Moderna Museet opened its powerful southern subsidiary in 2009. Malmö Konsthall is an unusually beautiful venue and the city has a number of fascinating galleries. There's also a vibrant music scene, with a range of dynamic venues for classical, rock, jazz and all types of club music, such as Debaser Malmö and Kulturbolaget.

Malmö's restaurant scene has exploded in the past decade. In and around the city center there is now a large number of top-notch restaurants and culinary destinations, many specializing in cuisine based on fine local and seasonal ingredients. The streets around Möllevången in central Malmö offer a selection of ethnic foods that's virtually unparalleled in northern Europe.

During the warmer months, life in Malmö is influenced by its seaside location and the long Ribersborg Beach next to the city center. From Malmö you're just 30 minutes by car from a number of attractive, historically interesting destinations, picturesque towns, villages and manor houses in the fertile, undulating Skåne countryside. These plains are the country's primary breadbasket – and the source of the high-quality wheat that goes into Absolut Vodka, which is distilled locally, at Åhus.

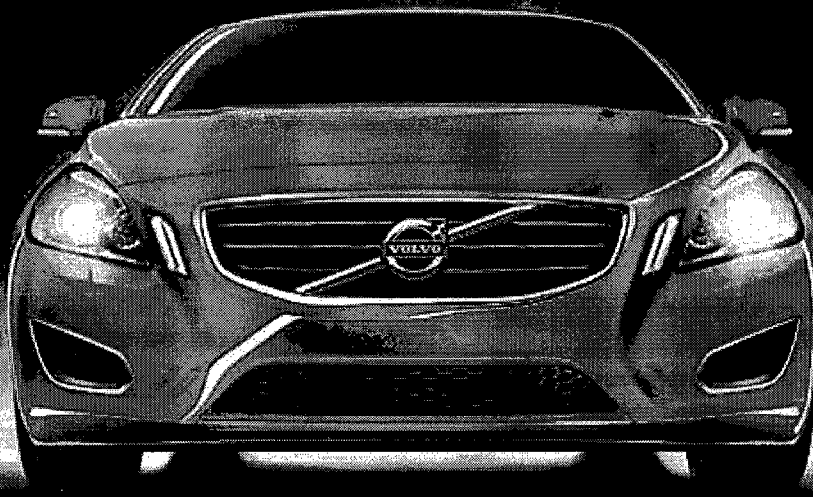
www.visitsweden.com
www.malmotown.com



Above: In summer the new district of Västra hamnen is a meeting place for visitors from the entire region.

Left: Malmö's pedestrian-friendly city center hosts an attractive selection of fashion and design shops.

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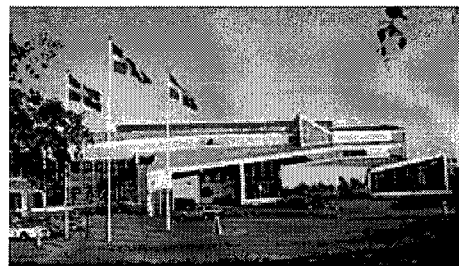
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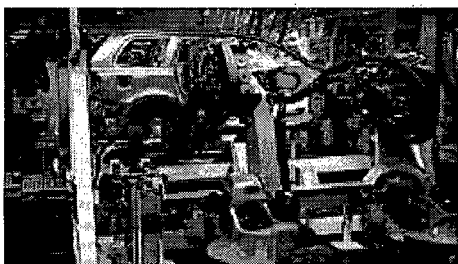
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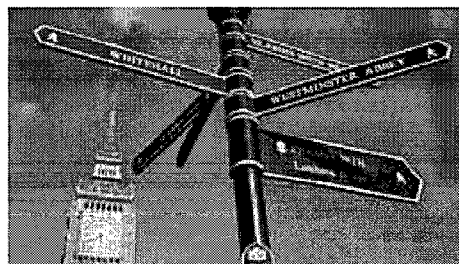
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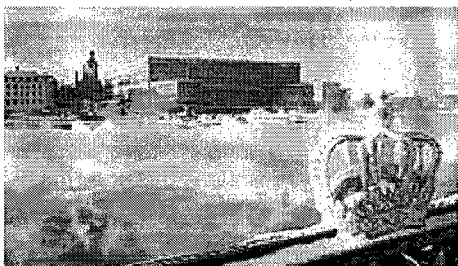
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Gay
14

Sweden goes gay

We're delighted that the international Rainbow Europe Country Index in May 2010 ranked Sweden as Europe's most gay-friendly country.

Sweden is a beautiful, open-minded place – friendly, welcoming and tolerant. Unlike many cities overseas, Swedish cities don't have specific gay-friendly districts; the venues are sprinkled throughout an array of neighborhoods.

The Swedish capital, Stockholm, is known internationally as a gay-friendly city that has been genuinely transformed in recent years, with a rich, diverse and constantly growing selection of clubs, meeting places and events. In particular the lesbian scene has exploded. Many of the best-known spots are in the districts of Södermalm and the Old Town. Torget in the Old Town is a classic place to get together and find out what's going on in town. Moma in Södermalm is one of several lesbian favorites. In summer there's Mälarpaviljongen, set up on two barges off the isle of Kungsholmen – a stunning location with a perfect groove, seven days a week. Stockholm Pride Week in August has grown into the city's biggest public party, with an enormous selection of events and festivities. Of course the parade is the highlight, drawing some 50,000 participants and about half a million spectators. Another indication of the significance of Pride in Swedish society is that many of our leading politicians take part.

Sweden's two other cities, Gothenburg and Malmö, are also gay-friendly destinations with a diverse range of attractions and venues.

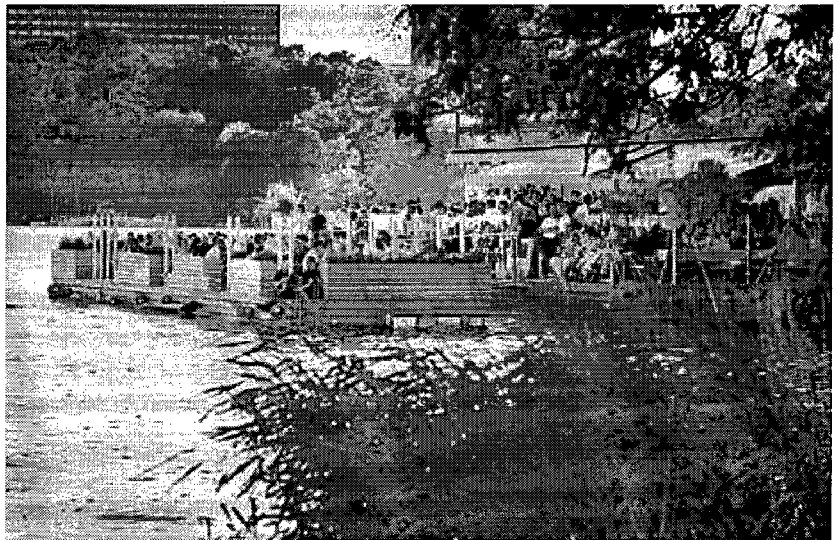
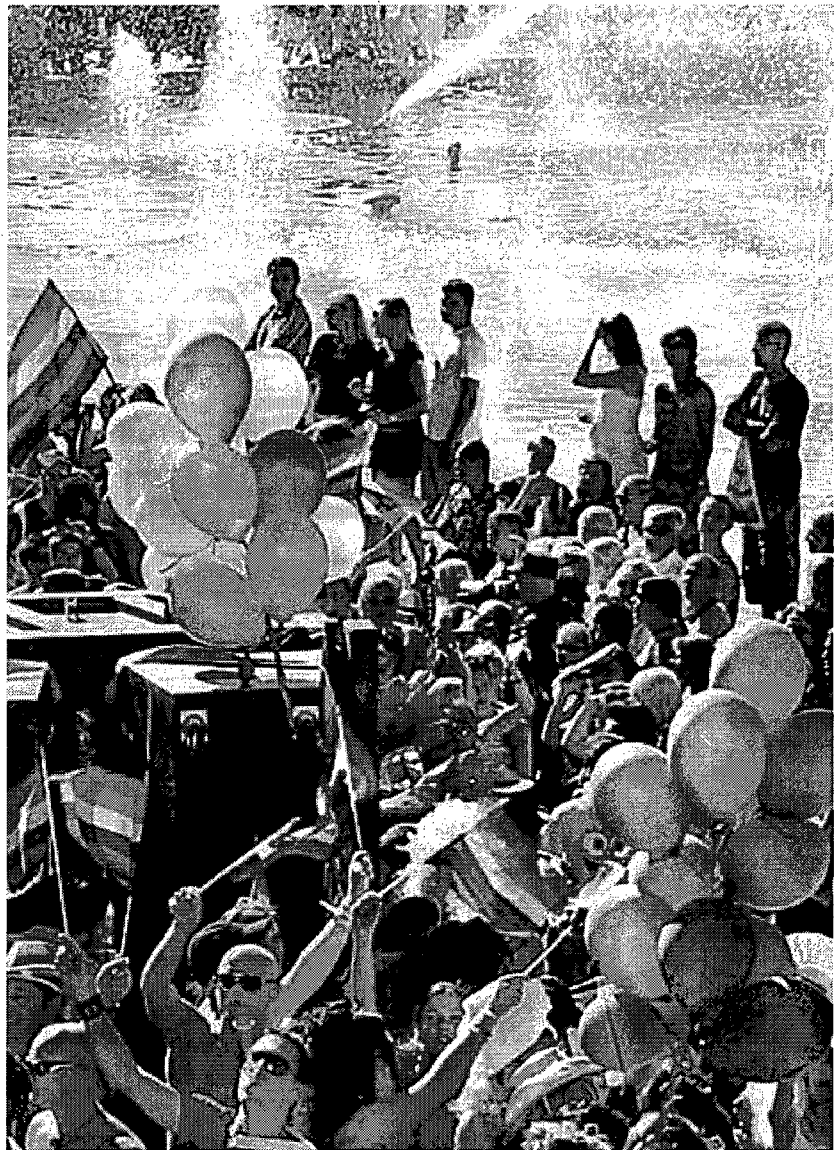
For info on everything that's happening on the gay scenes in our Swedish cities there are a number of frequently updated websites and groups, including the following:

www.stockholmtown.com/gay-lesbian

www.stockholmpride.com

www.facebook.com/StockholmInFullGlory

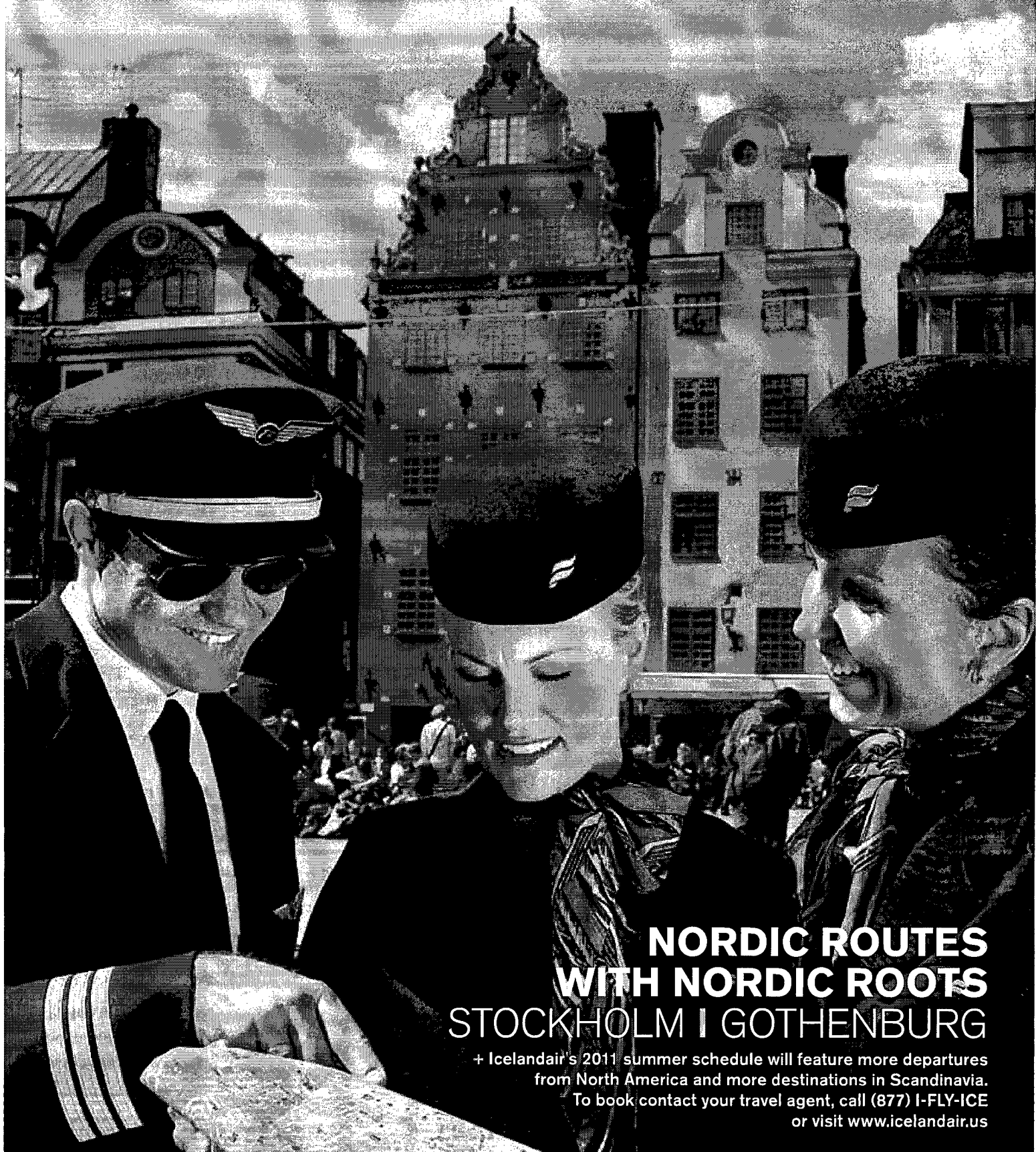
www.qx.se/english



Above: The Pride Parade in Stockholm draws some 50,000 participants and more than half a million spectators.

The Mälarpaviljongen on the Kungsholmen waterfront, one of Stockholm's most popular gay locations in summer.

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The Swedish “fashion miracle”

Text: Claes Britton

In recent years there has been much talk of a Swedish fashion miracle – both locally and abroad. Sweden, and in particular Stockholm, has distinguished itself as one of the most exciting and creative fashion scenes outside the classic international fashion capitals. Swedish designers and fashion brands have become household names on the domestic market and many have also achieved considerable success on the global stage.

Swedish fashion is extremely strong when it comes to trendy, up-to-date yet wearable and competitively priced clothing for a broad, style-conscious clientele. Of course, H&M's extraordinary global success has made that company a dynamo on the local scene. Over the past decade a number of small and mid-sized Swedish brands have established on the world market, including Filippa K, J. Lindeberg, Whyred, Hope and Velour. Jeans-based brands like Acne, Cheap Monday, Weekday and Nudie have been especially successful. Swedish denim has become a concept in the fashion world and has often been a worldwide trendsetter. Sweden's democratic tradition has influenced its fashion, with clothes well suited to both work and leisure. The Swedes' interest in innovation and development is reflected in a willingness to embrace new trends.

Compared to the fashion of central and southern Europe or the United States, one could say that Swedish style is generally less formal, more androgynous and more influenced by street fashion in a broad sense. Other features include a subdued quality in terms of color, cut, accessories, etc. A trend-conscious young Swedish man or woman can appear plain from a distance, but a closer look reveals that every detail is well considered, refined and up-to-date.

The explanations for this “Swedish look” are both geographical and social. The chilly Scandinavian winters require a more ‘heavily clothed’ style, which also explains why many Swedish brands and designers are stronger at fall collections than spring. But at least as important is the Swedish woman's comparatively independent status. The differences between men's and women's wear are much less distinct than in Paris or Milan. Of the major fashion centers, Stockholm has



Clockwise from above:
Uniquely tailored couture
by Helena Hörstedt. Carin
Wester. Cheap Monday.



Right, clockwise from top:
Nudie Jeans, Sweden's biggest
jeans brand, keeps a strong
environmental focus. Fifth
Avenue Shoe Repair. Fifth
Avenue Shoe Repair's flagship
store in central Stockholm.

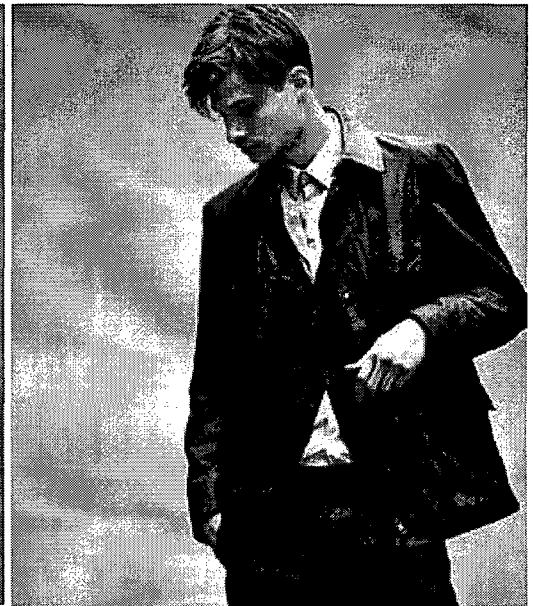
Swedish lifestyle

18

more in common with London and Tokyo, which is also where several of the Swedish brands have had their biggest export successes.

A large number of designers and brands with more artistic, eccentric collections and a higher fashion content have also made names for themselves, including Ann-Sofie Back, Fifth Avenue Shoe Repair, Rodebjer, The Local Firm, Carin Wester, Nakkna, Ida Sjöstedt and Camilla Norrback. Helena Hörstedt and Sandra Backlund are two internationally acclaimed designers producing their own original interpretations of modern couture, with unique hand-made creations, made to order. Many of our Swedish designers have a background at the world-renowned Beckmans College of Design, a small-scale, creative school in central Stockholm that is increasingly attracting students from around the globe. At Stockholm University, fashion has been introduced as a discipline – a world first.

For anyone interested in the Stockholm fashion scene, the Fashion Weeks in February and August are good times to visit the Swedish capital, where most of the aforementioned brands have their flagship stores. Berns Salonger – a magnificent Art Nouveau palace – is center stage for Fashion Weeks, but many public events are also held elsewhere, throughout the city. Fashion fans and trendspotters will find lots to look at on the streets of Stockholm. It's no wonder that famous fashion and style bloggers from around the world return to Stockholm during the Fashion Weeks, to document the local street style.

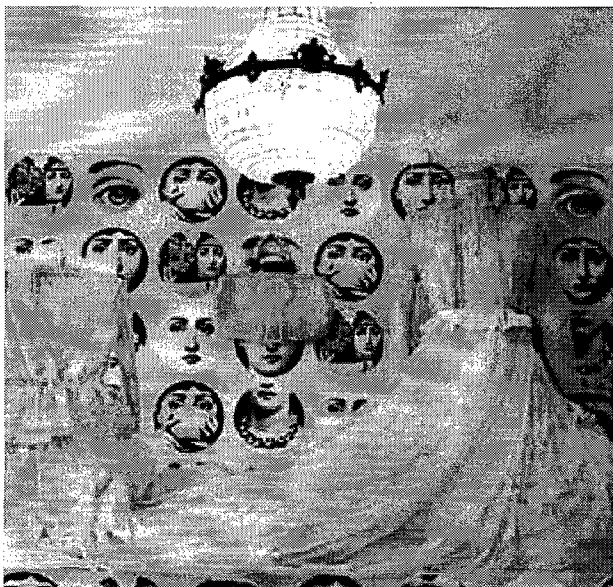


Above, clockwise from left: Camilla Norrback calls her clothes Ecoluxury, and environmental care is a key part of the brand's image. Stockholm Fashion Week at Berns salonger. Hope.

Below left: Judits Second Hand, one of many interesting vintage shops in Stockholm.

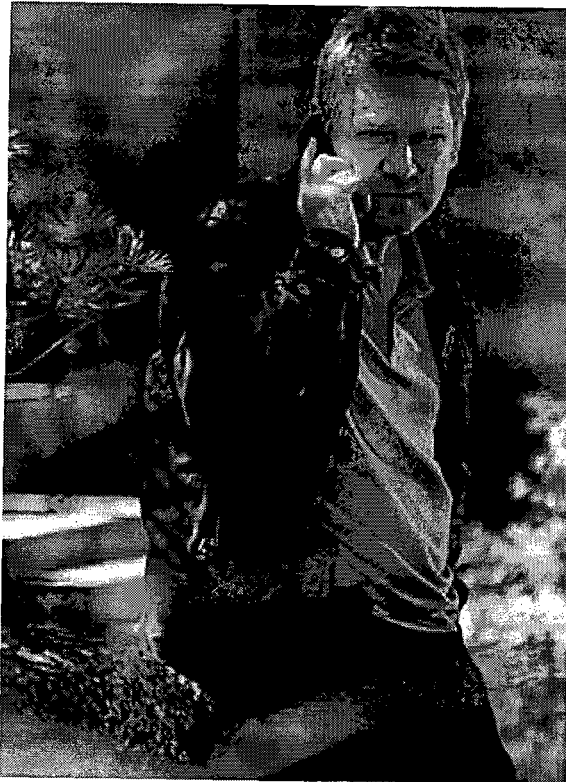
Swedish vintage

Globally, the importance of the vintage and second-hand clothing market continues to grow. Swedes have been keen on vintage goods for many years. One explanation could be a long-standing awareness of environmental issues and recycling. The selection of interesting, creative vintage shops is impressive in Stockholm, Gothenburg and Malmö, as well as in several smaller towns. Prices are lower than in the global fashion capitals. These days the big Swedish auction houses hold well-stocked vintage auctions in spring and fall.



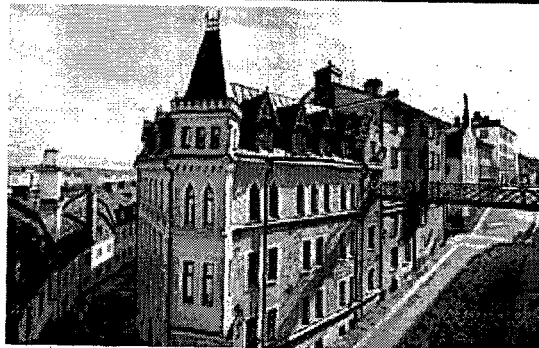
Swedish crimes – a global success story

The astonishing international success of Swedish crime writers in recent years is a phenomenon in its own right.



Success breeds success, and a series of new authors has followed in the footsteps of Henning Mankell and his reluctant hero, Inspector Kurt Wallander. Of course, the best-selling of them all is the late Stieg Larsson and his Millennium Trilogy, whose main characters Mikael Blomkvist and Lisbeth Salander, continue to conquer the world, both in print and on film.

Many of the most dedicated readers of these books are traveling to Sweden for a real-life encounter with the settings depicted in the series. Stockholm now draws Stieg Larsson readers from all over the world, who take the popular guided tours of the locations from the books and films, especially in the Stockholm district of Södermalm. In Kurt Wallander's idyllic hometown of Ystad on the south coast, Wallander-related tours and a wide range of events based on Mankell's books have long attracted visitors, especially from Germany.



Above, left: Kenneth Branagh as Kurt Wallander in the international adaptation.

Above: Noomi Rapace as Lisbeth Salander.

Left: Mikael Blomkvist's apartment building in Södermalm, Stockholm.

Bottom left: square in Kurt Wallander's hometown, Ystad, on the Swedish south coast.

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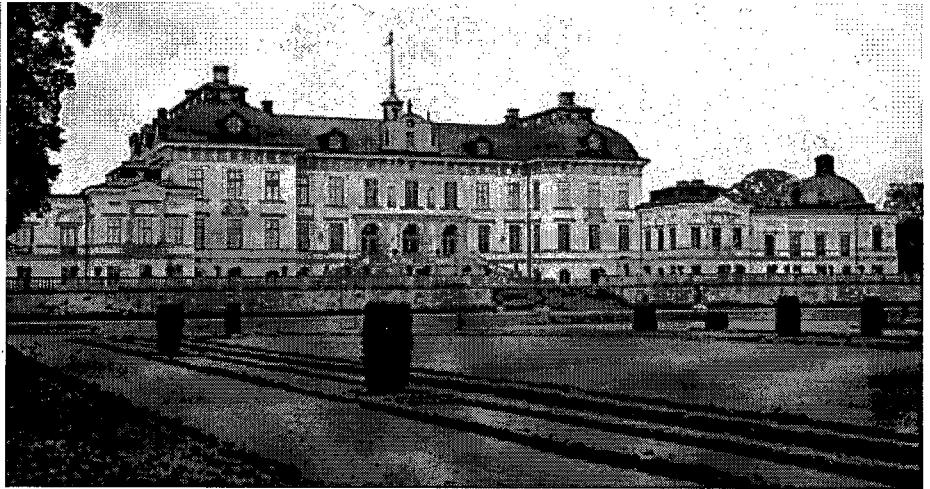
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The Chinese Pavilion

On Queen Lovisa Ulrika's birthday in 1753, King Adolf Fredrik surprised his bride with this remarkable miniature palace, which in the 1760s was replaced with a more permanent building. The interior is one of the finest examples of European Rococo with chinoiserie. Open May through September.



Drottningholm Palace

The current residence of the Royal Family, Drottningholm, is included on UNESCO's World Heritage List. Many believe it's a smaller copy of Versailles, but the two are more or less contemporary. Construction of the existing palace was commenced in the 1670s, and Drottningholm was royal as far back as the 16th century. The palace and gardens are the creations of Queen Hedvig Eleonora and the master architect Nicodemus Tessin. In addition to the palace and gardens, the Palace Theater and the Chinese Pavilion are world-class sights. www.royalcourt.se

Note! The Royal Palace is the official residence of His Majesty the King, and the Royal Apartments will close in part or in full, in connection with official receptions. Dates will be announced at www.kungahuset.se. The official reception does not affect the visiting hours for the museums at the palace.

Royal sites around Stockholm



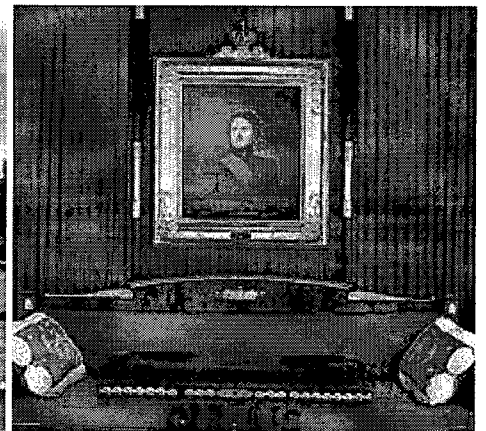
Gustav III's Pavilion

A true gem, and one of northern Europe's foremost buildings from the late 18th century, beautifully situated in the much-celebrated Haga Park. The pavilion was just a small part of Gustav III's elaborate but unrealized plans for Haga Park. The fantastic interiors can be admired during the summer months.



Ulriksdal Palace

The grand Ulriksdal Palace in the northern end of the royal national city park was built for Commander Jacob De La Gardie in the 17th century. It features exciting contrasts between a number of different eras. Numerous Swedish regents have left their mark on the castle. Both the palace and the Orangery Museum are open for visits in the summer months.



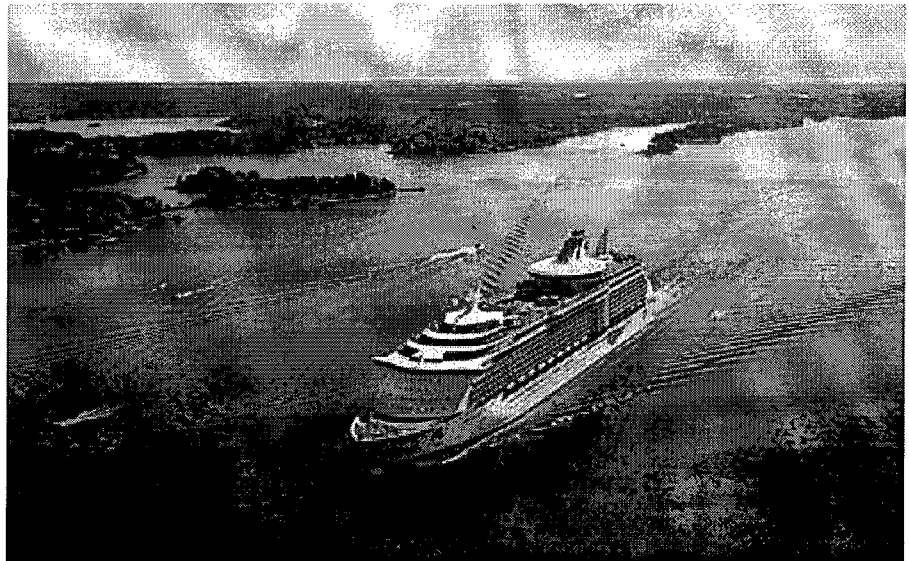
Rosendal Palace

This beautiful retreat, located in parklands on Djurgården, the island so dear to Stockholm's residents, was built in the 1820s for King Karl XIV Johan, the first king in the Bernadotte family. The castle has been kept virtually in original condition and is one of the finest examples of Swedish Empire style, also called Karl Johan style. Guided tours during the summer months.

See Sweden from the sun deck

With its beautiful, long and richly varied coastline, it's no wonder that Sweden is becoming increasingly popular as a destination for cruise ships from all over the world. The country's extensive coast offers a huge number of destinations well worth a shore excursion. The coastline is decorated with fantastic archipelagos that ensure superb scenery and constantly changing vistas. Most famous are, of course, the Stockholm and west coast archipelagos — each has its own character, but both reveal unparalleled maritime worlds.

In summer, Stockholm is a world-class cruise ship destination, where vessels dock at the beautiful Old Town, with a history going back to the 13th century, one of 14 islands positioned where Lake Mälaren joins the Baltic Sea and the waters of the Stockholm Archipelago. Being the national capital, Stockholm is awash with sightseeing, culture, museums, restaurants, and entertainment, not to mention shopping. So it's hardly surprising that cruise ship traffic is breaking records year after year. Last year more than 400,000 people visited the city this way — the most ever, by far. For the summer of 2011, a new cruise ship terminal will open at the Stadsgård Quay in Stockholm, to better manage the booming visitor traffic. Increasingly, cruise companies are choosing Stockholm as an embarkation port, thanks to the city's huge appeal, superb hotel



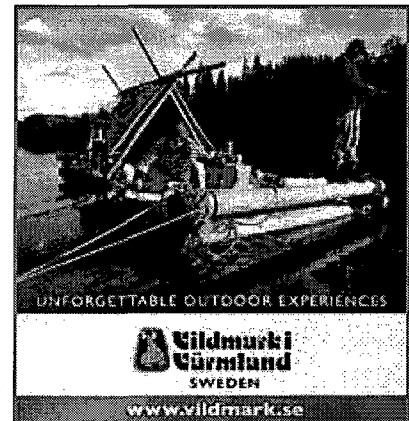
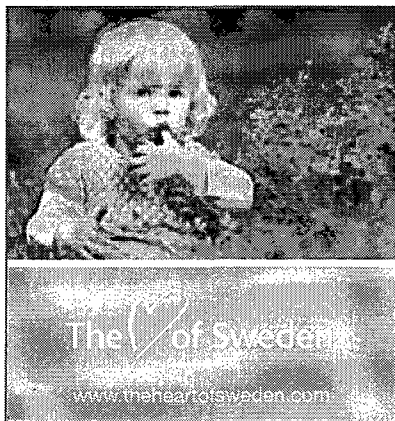
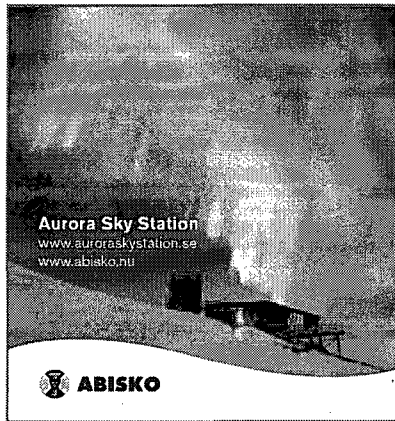
standard and convenient direct flights to Europe and the United States.

Sweden's second city, Gothenburg, is another popular destination for cruise ships. It enjoys an impressive cultural and entertainment scene and is the obvious point of departure for trips through the magical, pink-tinted west coast archipelago. The country's third city, Malmö, is another attractive stop. The other Swedish ports of call for international cruise ships are the unique medieval town of Visby on the scenic Baltic island of Gotland; historic Kalmar with a bridge link to Öland, the second Swedish Baltic island with stunning natural beauty; and finally Helsingborg, a charming town on the west coast of Skåne.

The Swedish ports offer outstanding service and organization, and a safe and professional welcome.

www.visitsweden.com/cruise

Top: Cruising through Stockholm's archipelago, a unique marine landscape. **Above:** Approaching Stockholm by water, view from the sun-deck. **Left:** The medieval city wall at Visby on the island of Gotland, another unique cruise destination and a UNESCO World Heritage Site.



The fine flavors of Sweden



Grilled cod fillet with
langoustine and wild herbs
from Fäviken in Jämtland, one
of many ambitious restaurants
in the Swedish countryside that
specializes in modern cuisine
prepared from first-class local
ingredients.

Sumptuous oysters or silvery, glossy herring fillets from the West Coast; yellow-green elderberry juice from the Mälars Valley; noble game bird from the forested provinces; deep red, dried reindeer meat from Lapland – Sweden is elongated and sparsely populated, and a culinary tour of the country is full of exciting contrasts.

Text: Jens Linder



It's no surprise that gastro-tourism continues to gain in popularity on our latitudes – the opportunities have never been better. Traveling along one of Sweden's thousands of country roads, you see more and more signs for organic vegetables, honey, eggs, smoked fish, meat, game, jam, juice and berries. You just have to stop the car or bicycle and take a little culinary break. It's worth making the effort to buy direct from the producer, whether it's a jar of arctic raspberry, some first-class new potatoes or a piece of goat's cheese. Then for maximum effect, stay overnight at one of the many farms that rents out rooms, and sample your purchases there.

In recent years Sweden has experienced a renaissance in small-scale local food production. An increasingly fine network of small producers is making everything from cold cuts to sweet jams. At the same time, old rarities like Swedish hard cheeses, pickled herring, oysters and game are being rediscovered. There's huge interest from the general public, and instead of factory food, people prefer simple, genuine fare.

In Sweden's thousands of lakes, we catch delicious varieties like perch, pike, zander, burbot, smelt, charr, lavaret, vendace, salmon and trout. Off our many coasts we fish everything from lobster, crab and oysters to herring, salmon, turbot and cod. Our increasingly organic agriculture produces first-class vegetables, dairy products and meat.

Our forests, which cover sixty percent of the country, are full of berries, mushrooms and a wide range of game. And with our famous Right of Public Access you're free to roam in the countryside, picking flowers, berries and mushrooms. Few countries offer so many varieties of edible berries and mushrooms – and in

such abundance. For mushroom picking we recommend August and September, and the provinces of Värmland and Södermanland. The most exquisite varieties include the cep, chanterelle, parasol mushroom, black trumpet and the weeping milk cap. The matsutake, one of the world's most expensive mushrooms, also grows in northern Sweden and is now exported to Japan.

Of the berries, the most unique are lingonberries, cloudbberries, arctic raspberries and sea-buckthorn. Wild strawberries, blueberries, blackberries, gooseberries, elderberries and raspberries are common. Scandinavian berries are more flavorful because they grow slowly in cool summer weather, with long, light evenings, especially in northern Sweden where the temperate climate becomes sub-arctic.

Stockholm

For a capital city, Stockholm has unusually good access to both countryside and waterways. Top-quality local ingredients are readily available. In recent years the selection in food halls, farmer's markets and regular shops has continued to improve – especially in hand-crafted, organic, small-scale and genuine foods.

In this sense, Stockholm is a sort of culinary ambassador for all the Swedish regions, as it offers samples from every part of the country.

From Stockholm's lush archipelago we get excellent meat, as well as creamy cheeses and delicious bread. In the city center you'll find the country's most refined and acclaimed restaurants. For instance Michelin-starred establishments like Lux, F12 and Frantzén/Lindeberg serve innovative cuisine to the highest international standard. Mathias Dahlgren, with two Michelin stars, takes a natural approach by referring



Above: Superb seafood from the cold North Atlantic is a sought-after delicacy. Here, langoustine.

Opposite page, clockwise from top left: Truffle from Gotland, a relatively new discovery. Vendace roe from Kalix, sometimes called Swedish caviar. Freshly harvested asparagus. Local organic products and modern culinary techniques are in focus at Trio, a Malmö restaurant.

to nostalgic flavors and reinterpreting them as exciting contemporary dishes. Increasingly, chefs strive to source ingredients from local producers.

There are also a number of ambitious mid-range establishments focusing on Scandinavian cuisine, such as Wasahof, KB, Prinsen, 1900 and the recently opened Restaurang Hjerta on the beautiful and centrally located island of Skeppsholmen, which features rural traditions and its own bakery and smoke oven. Places like Pelikan, Tennstopet, Sturehof, Tranan and the Opera Bar's Bakfickan (Hip Pocket) proudly serve classic Swedish fare.

Gotland

In the Baltic Sea, one of the world's largest inland seas, is Gotland, Scandinavia's largest island. Gotland is a realm of its own, with distinctive traditions and unique countryside featuring flat, lime-rich terrain, sea stacks, caves and long beaches. Gotland's primary livestock is sheep, and its lamb is highly esteemed. A mild climate yields fine vegetables, in particular asparagus and tomato. And like the rest of Sweden, excellent cheeses.

"Off our many coasts we fish everything from lobster, crab and oysters to herring, salmon, turbot and cod. Our increasingly organic agriculture produces first-class vegetables, dairy products and meat."

In recent years people have discovered that Gotland is rich in summer or Burgundy truffles, the highly-prized black subterranean fungus. They are sold on the island, fresh or preserved.

Especially in summer, Gotland has many good restaurants. In Visby, known for its nightlife, is the excellent Donners Brunn. Out in the country, in the eastern part of the island, there's Krakas krog. If you're lucky you might be invited to a Gotland coffee party, where they serve nine types of baked goods – not seven like in the rest of Sweden.

The West Coast

Swedish oysters are among the best in the world, and nothing quite matches slurping down one after another in the sun outside a boathouse on the Bohus coast. Otherwise they're not that easy to get hold of. But here you can find them at restaurants, or on a safari in the gorgeous, barren archipelago.

The oyster species that occurs naturally on the Swedish west coast, *Ostrea edulis*, is round in shape, with one flat side and one convex side. The flavor is fresh and clearly reminiscent of the sea. An excellent accompaniment is a dark porter beer, with its roasted tones and sweet, full-bodied aroma.

The oyster's flavor of sea and iron; fresh prawns, crab and lobster; delicate – but filling – herring dishes, seaweed transformed into bread. The Swedish west coast, in particular Bohuslän, offers superb seafood from clean, cold waters. Halland, further south on the west coast, is one of the country's best agricultural regions, with strong traditions in meat, vegetables, cheese and other dairy products.

Halland's delicacies include Swedish onion sausage, liver pâté, bread made from scalded and sifted flour by Östras bageri and delicious cheeses: Swedish cheddar and Kvibille blue.

Located between Halland and Bohuslän, Sweden's second city, Gothenburg, boasts a rich and diverse





Above: Vendel Grill by the Sea, in Käseberga, Skåne.

Opposite page, clockwise from top left: Cheeses from Vilhelmsdals dairy. Freshly picked chanterelles – better than truffles, according to some. Traditional cuisine from Skåne: egg cake, Hammenhøgs Gästgiverigård at Österlen. Pickled herring in a multitude of varieties is a national dish.

culinary scene, especially the excellent seafood restaurants. The best and most acclaimed include Hos Pelle, Restaurang Fond, Sjömagasinet, Restaurang 28+, Kock & Vin and Swedish Taste. Several boast Michelin stars.

Skåne

Walking into a butcher's in Skåne is an experience: you can see cured ham, slow-roasted pork side with plums, delicious sausages and creamy pâtés. Sweden's most southerly province has traditionally been the richest culinary region, with strong continental influences. The soils here are highly productive, and meats and sweetbreads have been a larger part of the diet than in other parts of the country, with classic local dishes like kalops (a beef stew), smoked eel (currently not recommended due to overfishing), goose dinner with goose giblet soup, apple cake, spettekaka (cake baked on a spit) and much, much more. Here they have really mastered the art of spicing alcohol, a good example being Skåne akvavit, Sweden's most popular schnapps. You'll also find small fine potatoes, tomatoes, asparagus, fantastic apples (which are made into cider), smoked fish, premium pork, fowl and beef – and the list could go on. For a gastro-tourist, Skåne is pure paradise. There are lovely accommodations in almost every town, and lots of good restaurants – both in the cities of Malmö, Lund and Helsingborg, and in the beautiful, flat hinterlands where small farmgate shops and pick-your-own growers are more abundant than elsewhere in the country.

Restaurants such as Trio, Vendel at Sturehof and Bloom in the Park in Malmö, Gastro in Helsingborg and Karlaby Kro in Karlaby are some of Skåne's most ambitious.

Jämtland and Härjedalen

Jämtland, and the neighboring region of Härjedalen have seen a veritable explosion in food production over the past decade. Cheeses, smoked meats, mushrooms and berries are good examples.

Take a culinary trip in the region, combined with skiing in winter or, in summer, hiking in the mountains or swimming in the lakes. With its rounded, tree-covered mountains, deep lakes, vast forests and snowy expanses, this province is one of Sweden's most beautiful. Cheese lovers are spoiled for choice, especially with goat cheese, where they can find creamy, mild varieties as well as the traditional cellar-aged types with fantastic rinds that glisten like gold or carry a tinge of red and blue. There's also cheese made from sheep's and cow's milk.

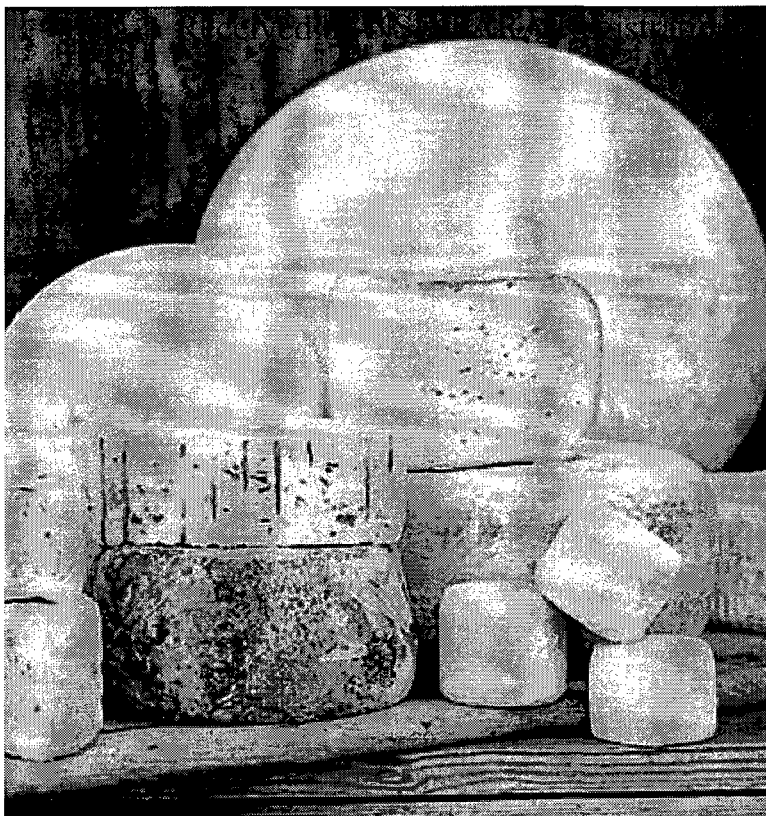
Smoking meat, typically moose or reindeer, in the sauna is an old tradition in the region, often using juniper or elm chips. It's a combination of salting, drying and smoking that produces intensely flavored meat that is both dry and juicy at the same time. Sausages and fish are smoked in the same type of saunas. Fresh game, especially moose, is sold in specialist shops and served at local restaurants, in the largest town – Östersund – as well as in the country. The meat is often cooked with juniper berries, herbs, cream, lingonberries and mushrooms, for traditional dishes like kams (a type of dumpling), dishes with goat meat, and for blood bread with pork.

The gourmet restaurant Fäviken Magasinet is located in Järpen, in the alpine region of Åre. The restaurant experiments with alpine herbs, game, mushrooms and berries in a fascinating, natural way. The ski resort of Åre is a nightlife mecca, with clubs, bars and restaurants of every variety. In the neighboring town of Storlien is Flamman, a restaurant specializing in classic Swedish dishes and gourmet food based on ingredients from the forest and mountains.

Lapland

Lapland – Sweden's largest and most northerly province – is heavily influenced by Sami culture. The first thing that comes to mind is the reindeer, the semi-wild cloven-hoofed mountain animal. It produces lovely, fat milk and delicious meat that can be salted to make souvas, or salted and then dried, or smoke-dried, or prepared fresh using the fillet. Used in other parts of northern Sweden, smoking and drying impart deep, strong flavors; smoked reindeer heart is a delicacy, as is dried reindeer sausage.

Reindeer meat has a fine balance between the tame and the wild, and is traditionally prepared with a minimum of spices and accompaniments. Agriculture

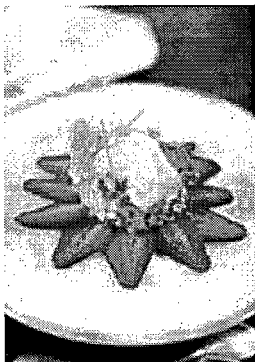


is rare in Lapland, but there's an abundance of game, fish, alpine herbs, berries and mushrooms. Fishing in mountain lakes and streams is widespread, for both farmed and wild fish. Common varieties include charr, trout, grayling, lavaret, pike, perch, common roach and burbot.

Simplicity is a recurring theme in the traditional cuisine of Lapland, which includes dishes like alpine sorrel soup, reindeer stew (with blood bread), fried lavaret or charr, cloudberry cake and coffee cheese.

The regions east of Lapland are also home to some exquisite delicacies. One example is the highly coveted vendace roe from Kalix in Norrbotten, or Swedish caviar, with a uniquely fresh flavor and brilliant orange color. Another is Västerbotten, a salty, intense cheese from the region of the same name. It's sometimes called a Nordic parmesan.

"An increasingly fine network of small producers is making everything from cold cuts to sweet jams. At the same time, old rarities like Swedish hard cheeses, pickled herring, oysters and game are being rediscovered."

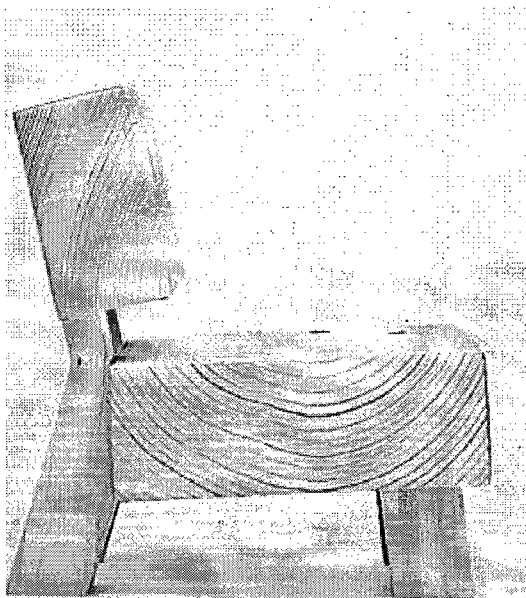


Dessert with fresh strawberries from Drakemölla, one of many thriving inns in the Swedish countryside.



A living, creative tradition

Traditional crafts from the various regions of Sweden are a cultural heritage that's very much alive.



One of the most renowned craft-producing provinces is Lapland in the far north, with beautiful Sami pieces, traditionally made from reindeer horn, silver and leather. However, traditional Swedish crafts have their true stronghold in Dalarna province and the districts around the beautiful Lake Siljan, with the characteristic kurbitz painting. This is also the home of the small wooden Dala horses, a national symbol. Traditions are alive and well here, with colorful folk costumes, varying from village to village, proudly worn at midsummer celebrations. Skåne is another region with a vibrant craft tradition, in particular the splendid textiles. All the larger Swedish cities have shops where you can see and purchase top-quality contemporary Swedish crafts. Older pieces are available at the numerous auctions held in the big cities or the countryside.

An interesting tendency in recent years is that more and more Swedish creators in fashion, design, architecture and art are finding inspiration in traditional crafts and materials. Textile and jewelry designer Pia Wallén, architects Tham & Videgård and Claesson Koivisto Rune, product designers Lena Bergström, Maria Vinka and the design group Front, jewelry designer Maria Rudman Rambali and fashion designers Anna Holtblad, Åsa Westlund and Sandra Backlund are just a few who exemplify this trend.

Above: "The Mirror Cube" by architects Tham & Videgård, one of the rooms at the spectacular, newly-opened Tree Hotel in Luleå, Lapland. Below left: Soft Wood Chair, in wood and textile, by design group Front.



Above: Folklore-inspired modern blanket by Pia Wallén, at the Asplund design store in Stockholm. Above, right: Samis in traditional costume. In the Sami culture, blue represents water as an elixir of life, red is the flame of heat and love, yellow is the sun in long-lasting life and green symbolizes plants and nature.

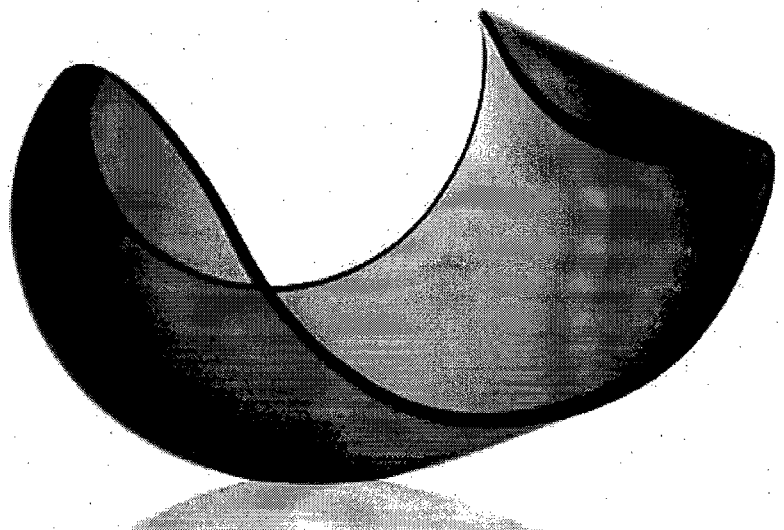


Below: Traditional costume – a living cultural heritage.



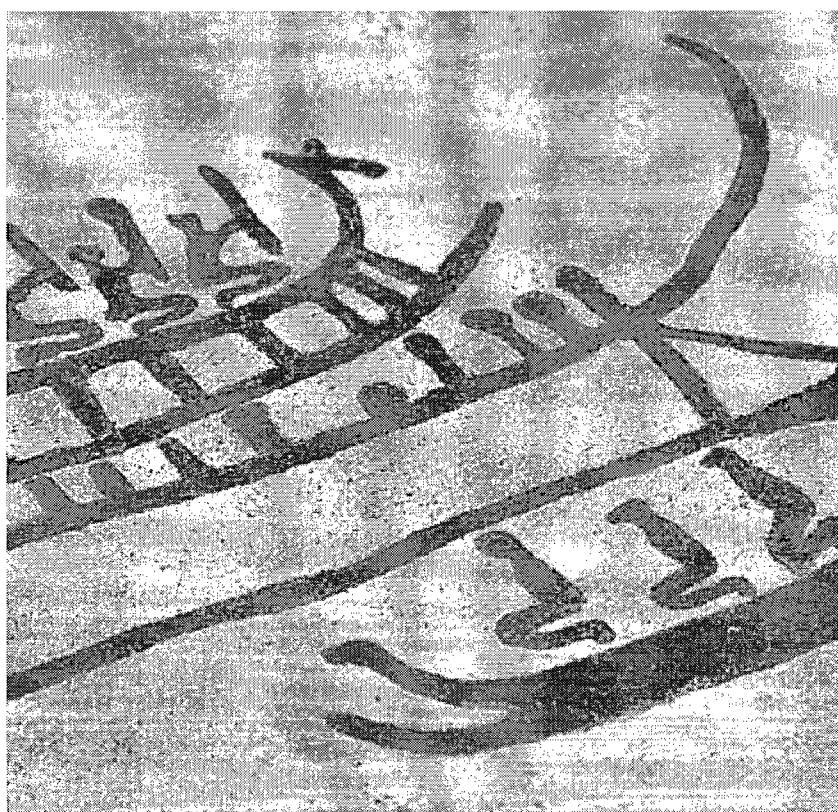
Left: A classic Swedish sight: Farmhouse in the province of Hälsingland, painted in the traditional Falu red.

Below: Glass bowl by Lena Bergström from the Planets series, Orrefors.



A small nation with a great cultural heritage

Clockwise from left:
Bronze-age rock carvings at
Tanumshede, on UNESCO's
World Heritage List. Moderna
Museet in Stockholm — one of
the world's foremost museums
for contemporary art (pictured
is a work of Nils von Dardel).
Ale's Stones, unique megalithic
stone ship at Kåseberga, Skåne.
Medieval week in Visby on
Gotland — a celebration for
the whole family, every August.



Some foreign visitors are surprised at the diversity and grandeur of the Swedish cultural heritage. And many are fascinated that Sweden's contemporary lifestyle is able to successfully integrate its ancient traditions, customs and holidays.

Just a hundred years ago, Sweden was essentially a poor agricultural country – but with a dramatic, bellicose history. In the 17th century Sweden was a great power in Europe, which led to a cultural golden era in the 18th century. The late 19th century saw the beginning of the remarkable industrial revolution that transformed Sweden into one of the world's most prosperous and progressive states. Traces and monuments from these eras can be seen throughout the country, centered in Stockholm with its medieval Old Town and Royal Palace, and the opulent bourgeois architecture of inner-city districts like Östermalm, Norrmalm and Södermalm. Around Lake Mälaren near Stockholm you can find magnificent palaces from the country's superpower period, such as Gripsholm and Skokloster, and the university town of Uppsala with many interesting buildings and monuments including the cathedral, which is the seat of the archbishop of the Swedish Church. Throughout the country there are historical monuments and ancient sites, museums, churches, palaces and manor houses from various periods. Sweden has numerous locations on UNESCO's list of World Heritage Sites, of irreplaceable value to humanity, including the vast wilderness region of Lapponia (Sápmi in the Sami language) in the country's far north, the idyllic medieval town of Visby on Gotland, the rock carvings at Tanum in Bohuslän, the Viking settlement at Birka in Lake Mälaren, the Royal Domain of Drottningholm (sometimes called the Versailles of the North) and the Woodland Cemetery in Stockholm.

The tradition of popular education developed early in Sweden, which partly explains the vast number of interesting museums of every imaginable type. Contemporary or classical fine arts, traditional folk arts and crafts – museums dot the entire country. Even in the fields of dance, theater and music the selection is both broad and specialized, in the smaller centers as well as the main cities.

Right, top: The Chinese Pavilion at Drottningholm Palace, erected in 1753 as a prefabricated building, was a birthday present from King

Adolf Fredrik to Queen Lovisa Ulrika. **Right, bottom:** Painting by Carl Larsson from the exhibition "At Home" at Nationalmuseum.



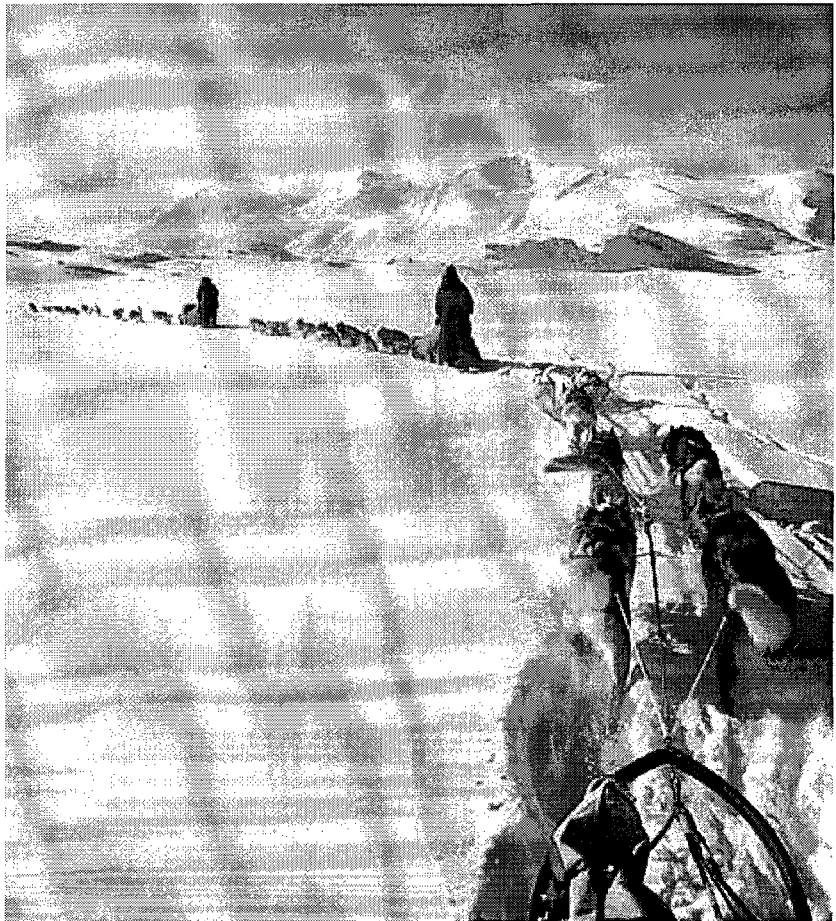
Big, wild and beautiful

Europe's last wilderness. Sadly, that's what they're often called, Lapland's vast valleys and mountain regions. Actually, it's quite remarkable that such a wealth of pristine wilderness and breathtaking views still exists – and just a few hours by plane from the largest European cities. Sweden has 29 national parks and more than 80 percent of its area is more or less uninhabited.

The mountains and open spaces of Swedish Lapland are easily accessible for everyone, whether or not you are an experienced outdoorsman. There's a well-developed infrastructure of transportation and service, and an inexhaustible selection of exciting adventures. You'll find world-famous attractions like the midnight sun, the northern lights, arctic cold, total silence and intense darkness, without intrusion from modern civilization, and completely free of charge.

For wilderness lovers the choices are unlimited, ranging from the profoundly peaceful and restful to the extreme. The list includes all types of skiing and snowboarding, hiking, climbing, dogsledding, reindeer tours, snowmobile safaris, saunas, wilderness cooking – and much more. Swedish Lapland has something for everyone.

Sápmi, the enormous area protected by UNESCO's World Heritage List with three interconnected national parks, is also the homeland of the Sami – the Scandinavian aboriginal population. Here the Samis continue their centuries-old tradition of reindeer herding, now assisted by modern technology. The center of the Sami culture and crafts is Jokkmokk, where the Sami market has been held in February for more than 400 years.

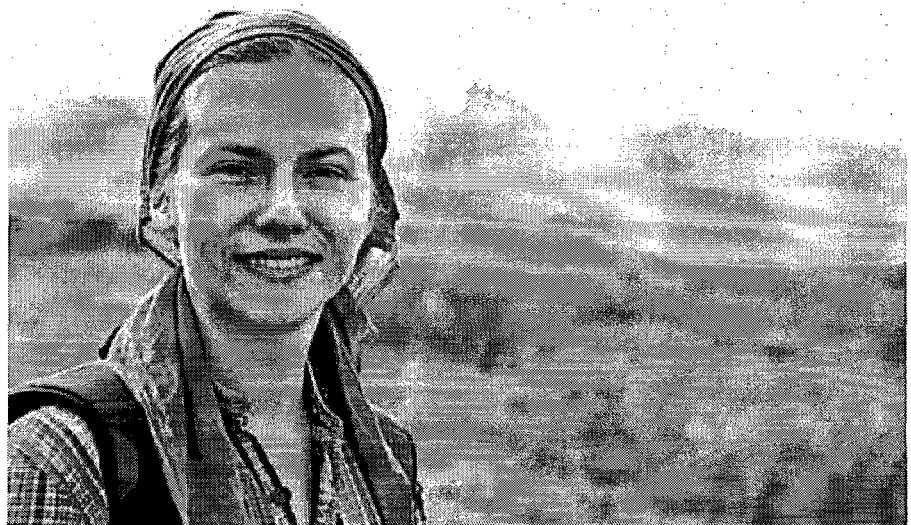




Left, top: A dogsled ride across the alpine expanses is a unique way of experiencing the majestic wilderness of Lapland.

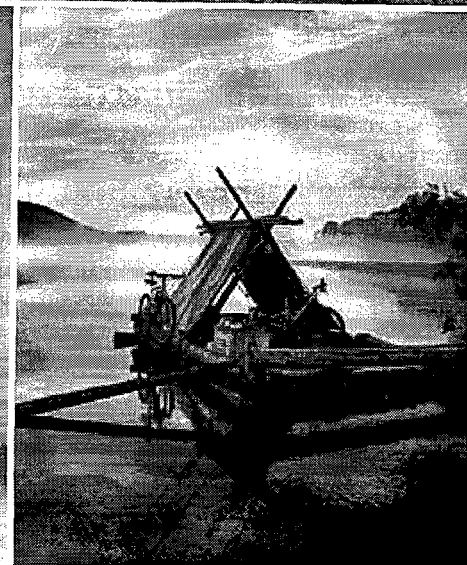
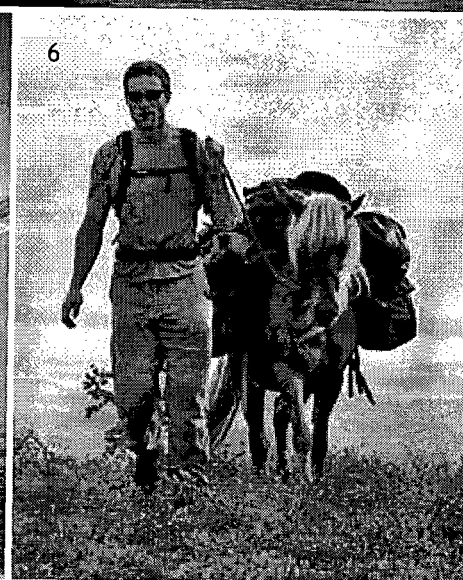
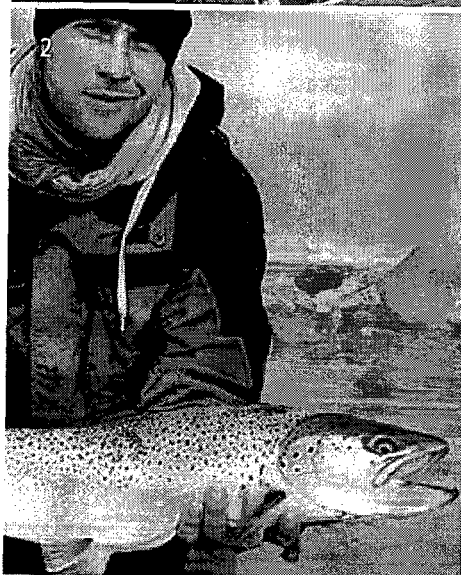
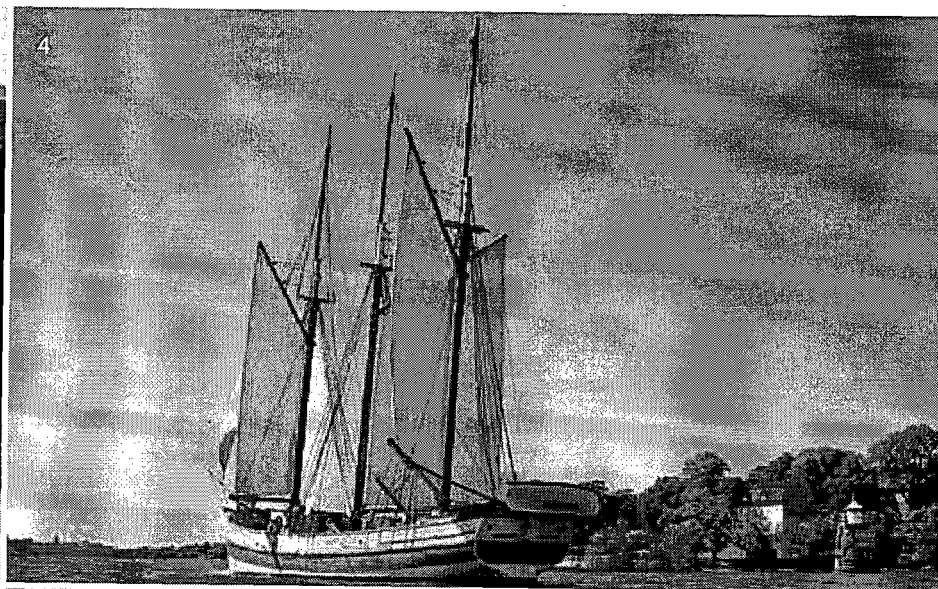
Left, bottom: Cross-country skiing in Björkliden, which also offers excellent alpine skiing well into June. Plus memorable experiences like the midnight sun and northern lights.

Above: Wilderness in Sarek National Park. **Right:** Fall hiking in Lapland — a pleasure for every sense.



Ecotourism

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Adventure on nature's terms

Sweden has been described as a huge playground for nature lovers. The Swedish countryside is unique not only because of its beauty and majesty, but also its accessibility. The Right of Public Access is an ancient Swedish custom that entitles you to go almost anywhere in the countryside. However you are obliged to respect nature and enjoy it on its own terms. Below is a small selection of the many eco-tourism activities that have been certified by Nature's Best.

1 Everts sjöbod – lobster safaris and maritime adventures in unique archipelago

In lovingly restored wooden boats, two brothers from the area will take you out on a lobster safari, oyster tasting, fishing and excursions in the breathtakingly beautiful Bohuslän archipelago. Depart from the picturesque fishing village of Grebbestad, a mecca for seafood lovers.

www.evertssjobod.se

2 FishYourDream.com – sea fishing from Ingmar Bergman's island

Combine first-class salmon and trout fishing with interesting natural and cultural experiences on the islands of Gotland and Fårö, the latter being the last home of the great director Ingmar Bergman and the setting for several of his films. Fishing aside, equal attention is paid to accommodations, food and the guest's well-being.

www.fishyourdream.com

3 Jokkmokksguiderna (The Jokkmokk Guides) – drive your own dogsled in Lapland

Guiding your own dogsled out into the endless wilderness of the Lapland national parks, enjoying the speed, silence and sparkling white snows – it's an experience that words can't describe. You travel in small groups and no previous knowledge is required. At the camp after a day's sledding you have a good chance of eating dinner under the glow of the northern lights. In summer the Jokkmokk Guides offer hiking and canoeing.

www.jokkmokksguiderna.com

4 Stockholm Adventures – exotic wilderness experiences in Stockholm's environs

You'll be surprised at how much magnificent nature, wilderness and adventure is accessible right outside the Swedish capital. By foot, bicycle, kayak or sailboat you're accompanied out to the barren islands of the archipelago, into magical forests or onto enchanting lakes.

www.stockholmadvatures.se

5 Abisko Turiststation – the gate to northern Lapland

In a magnificent location, this fully equipped tourist station has been a center for wilderness enthusiasts for over a century. Accommodations are simple but comfortable and you have access to limitless natural beauty and all kinds of experiences. This is the starting point of the famous King's Trail, a 440-km hiking route. Abisko is also the perfect destination if you want to combine winter or summer sports with exotic phenomena like the midnight sun and the northern lights.

www.abisko.nu

www.kirunalapland.se

6 Korpens öga/Rid i Jorm (Raven's Eye/Riding in Jorm) – riding in the mountains

Explore Jämtland's roadless mountain wilderness on an Icelandic Horse. A unique combination of tranquility and adventure. In the evening you dine on food made from regional delicacies, in a camp with a sauna and cozy cabin.

www.korpensoga.com



7 Vildmark i Värmland (Wilderness in Värmland) – through primeval forests on a log raft

Imagine building your own raft with your family or group, then riding it at a leisurely pace down the beautiful, peaceful Klarälven River, through Värmland's mythical wilderness and cultural landscapes. It's unforgettable!

www.vildmark.com

8 Säfsen Resort – wilderness adventures for the whole family

Award-winning, family-friendly sporting eldorado, located amidst pristine wilderness, yet easy to reach. Huge selection of summer and winter sports, hunting, fishing and golf. Extensive lift system and over 70 miles of excellent cross-country tracks. Separate area for children.

www.safsen.com

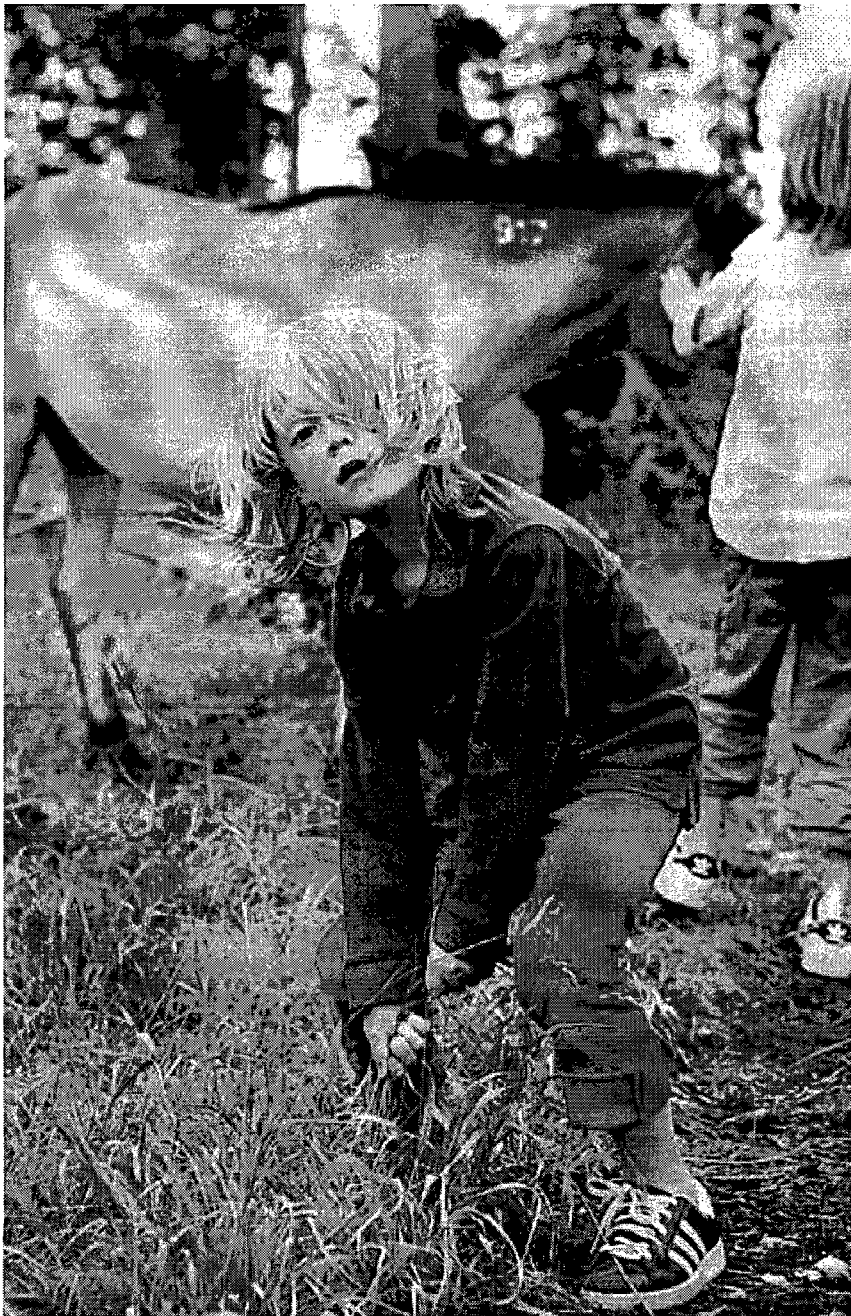


www.naturesbasta.se

Children
38

A wonderful country for children

Below, clockwise from left:
Park for Gotland Horses
at Lojsta on Gotland. Astrid
Lindgren's World, in her home-
town of Vimmerby, Småland.
Skiing at Järvsöbacken, one
of many family-friendly winter
sports facilities in Sweden.

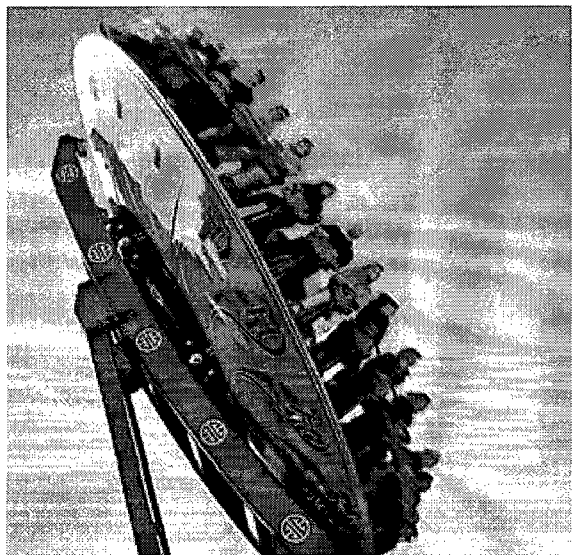


Sweden is a country where children's rights, well-being and enjoyment have always been prioritized, and where the selection of amusements and experiences for the whole family is virtually limitless.

Some visitors say that their first encounter with Sweden was like going back to their childhood. Can you get better praise than that? There certainly is something "storybook" about Sweden. Maybe it has to do with the fact that so many famous authors of children's books are Swedish, including of course our national icon Astrid Lindgren – mother of immortal characters like Pippi Longstocking, Emil of Lönneberga, Karlsson on the Roof and many more. There's also a special focus in Sweden on the welfare of children and the whole family. Throughout the country you'll be impressed by the selection of child-oriented attractions and destinations. Traveling with young ones is easy and convenient in Sweden. Hotels, transport, restaurants, destinations and attractions are always adapted to the needs of families and frequently offer generous discounts. Easy access to nature, even in the cities, means that for children, the whole country is a giant playground.

www.visitsweden.com

Clockwise from top: Sweden's long, pristine coasts are a never-ending playground for the whole family. The unique Delfinarium at Kolmården Wildlife Park. Sweden's most visited destination – Liseberg in Gothenburg.

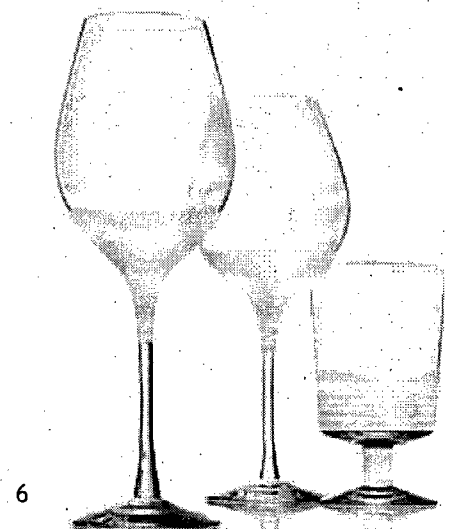
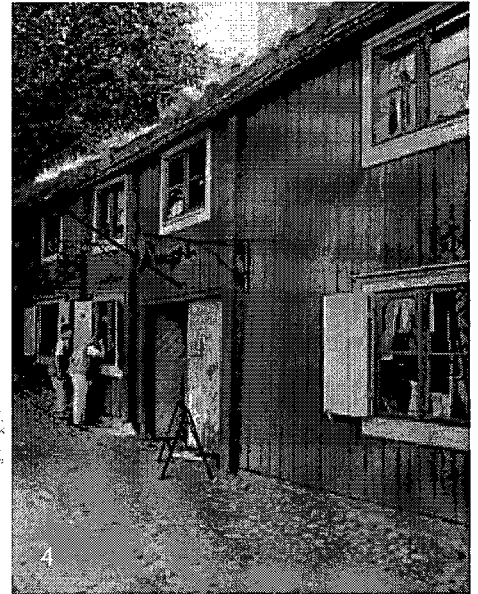


Favorite destinations
40

Swedish gems

Presenting a small sample of some of Sweden's best-loved, classic attractions.

www.visitsweden.com



1 Dalarna

Dalarna is often called the most Swedish of all the provinces. Swedish crafts and many of our favorite customs originate here. Especially around the beautiful, magically blue Lake Siljan you'll find a series of picturesque villages with interesting sights and lovely hotels, located in traditional red log cabins. The Midsummer celebration in Dalarna, which runs from June 20 to the beginning of July, is a huge event, when people dress up in colorful traditional folk costumes and dance around the elaborately decorated Maypole, while the folk music plays. The residences of the iconic Swedish artists, Anders Zorn and Carl Larsson, located in Mora and Sundborn, respectively, are today fascinating museums and well worth a visit.

www.dalarna.se

2 Visby and Gotland

The medieval Hanseatic city of Visby on the lovely island of Gotland is a unique historical environment that is included on UNESCO's World Heritage List. In summer Visby is a popular destination for party-hungry holidaymakers. At other times of year it's a peaceful, restful idyll, with a sophisticated selection of culture, restaurants and hotels. Within an hour of Visby you can be anywhere on this spectacular island. To the north is the island of Fårö, of special interest to Ingmar Bergman fans: many scenes from his films were shot here, where he lived. And in summer there's a festival in his honor.

www.gotland.info

3 The ICE HOTEL in Jukkasjärvi

Who would have known back when it was first built in 1992, that a hotel built of arctic ice in northern Lapland would become an icon that attracts visitors from around the world? Some come in chartered planes, and many are bridal couples. The ICE HOTEL reappears every winter, each time in a new, more spectacular form, complete with wedding chapel, bars, sculpture park and more. Jukkasjärvi is a center for adventure tourism in Lapland, with all its attractions such as dogsledding, reindeer rides,

snowmobile safaris, hunting, fishing, guided northern light tours and much more.

www.icehotel.com

4 Skansen, Stockholm

The world's oldest and most beautiful open-air museum, with a collection of historical buildings from various periods and many parts of the country. Located on Royal Djurgården island in the National City Park, with stunning views of the city. There's also a zoo with Swedish animals, a children's zoo, traditional crafts, restaurants, cafés, a market, traditional Christmas celebrations, entertainment venues and many other attractions. A must-see!

www.skansen.se

5 Stockholm Archipelago

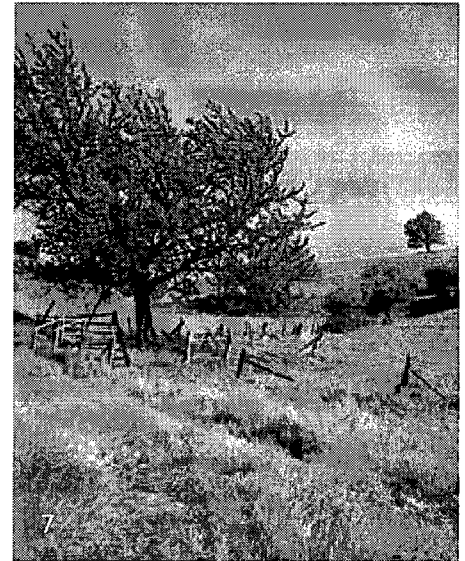
An unparalleled area of natural beauty and an attraction on a par with the Norwegian fjords, but far less known: the magical Stockholm Archipelago has over 30,000 islands and islets, most of which are uninhabited and accessible to everyone. It stretches for more than 125 miles in a north-south direction outside Stockholm, offering endless variation in natural beauty and scenery. There are dozens of idyllic towns, villages and destinations. The Archipelago is a paradise for boaters, but many of the islands are easy to reach by car or boat from central Stockholm, for day trips or longer stays, at any time of year. You'll never forget the unique charm of the Stockholm Archipelago.

www.sweden.se

6 The Kingdom of Crystal

The home of Swedish glass and crystal, in the forests of Småland. Within a radius of about twelve miles you can visit eleven large glassworks; most are open to the public. There are guided tours, interesting events and of course handmade glass at discounted prices.

www.glasriket.se

**7 Österlen**

Often called the Toscana of Sweden and celebrated for its exquisite light. Situated along the east coast of Skåne, Österlen is gently undulating hills and lush deciduous forests. Everywhere you'll find charming restaurants, inns and cafés, palaces and manor houses, markets, sights and lovely white beaches, including the crowning glory: Stenshuvud National Park. It's no coincidence that so many artists and authors have made Österlen their home.

www.skane.com

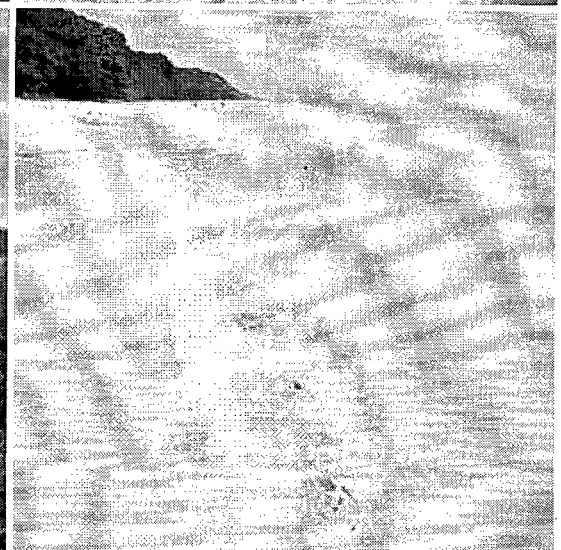
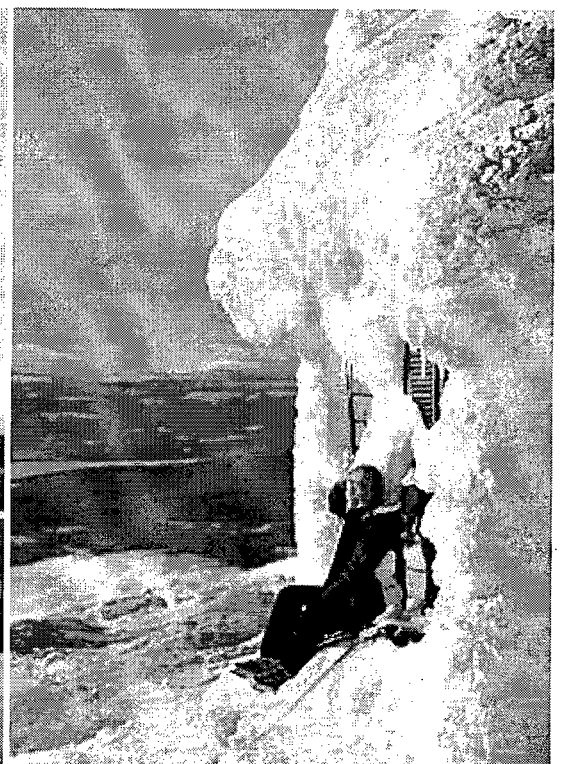
It's all Sweden...

42

It's all Sweden...

Sweden is a very long stretched land in the north-south direction.
The variety and richness of the country's natural beauty is immense.

Below clockwise from left:
Walking in the countryside of
Skåne, Hälsingland with lakes
and forests, the Stockholm
archipelago, Åre – mountain
winter resort. Right: Öland a
paradise for both adults and
children, Blekinge archipelago,
one of Skåne's long and many
beaches, Lapland in magical
summer light.





Hardest to carry cottage
Pelle Svane
41 years old
Sweden, Göteborg

Great hiking trail!
Yngve Karlsson
41 years old
Sweden, Göteborg

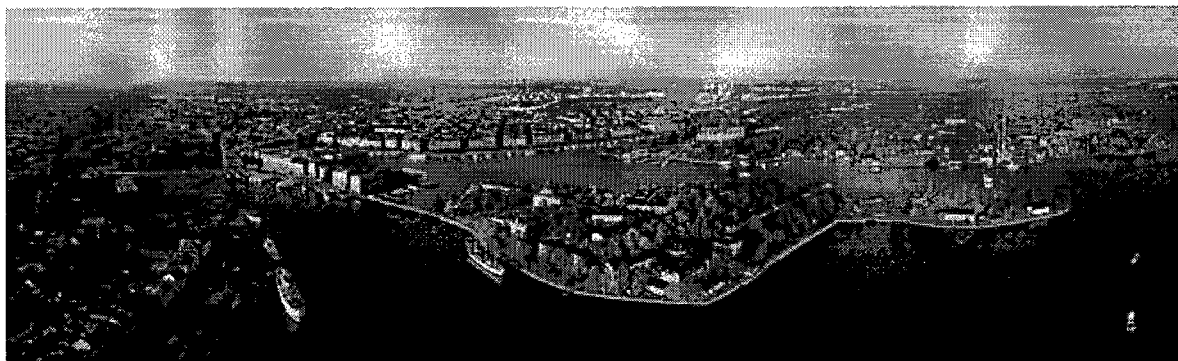
Wonderful place to swim
Erhard Baum
54 years old
Germany, Stuttgart

Enjoyed picnic here!
Camille Rousseau
23 years old
France, Paris

Explore new places, find like-minded friends, and share stories and photos from Sweden's official community.
COMMUNITY of SWEDEN.COM

visit Sweden

Win a weekend in Stockholm for two!



1st prize

Roundtrip airfare to Stockholm for two, including two nights in double room and two Stockholm cards

2nd prize

Gift certificates for IKEA: EURO 200/USD 280/GBP 180

Prizes 3 – 10:

"Smörgåsbord" cookbook by Gert Klötzke (in English)

Now is your chance to win one of the above prizes by responding to the internet survey below. (Survey takes about 5 minutes to complete.) For more details on the competition, see competition page.

www.visitsweden.com/survey

Visit
Sweden
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PUBLISHED BY:

VisitSweden, P.O. Box 4649, Grand Central Station, New York NY 10163-4649, USA.

PROJECT TEAM: Per Nordström, Karin Sörensen, Lotta Thüringer, Jenny Jonevret.

PRODUCTION: Stendahls Advertising Agency, Göteborg.

PICTURE EDITORS, COPY AND GRAPHIC DESIGN: BrittonBritton.

REPRO: Rolf Tryckeri Skövde and Stendahls, Göteborg.

PRINTED BY: Color Print A/S / Blueprint AB, Stockholm.

This brochure consists of paid-for advertising and is not a complete listing. While every care has been taken to ensure the accuracy of the information in this publication, VisitSweden can accept no responsibility for any errors or omissions, nor for subsequent changes. Prices and other details were correct at September 2010.

Travel facts, A-Z

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Travel facts A - Z

Note: All fares and rates quoted are approximate as of October 2010 (exchange rate \$1= SEK 7) and may change without notice. While every precaution has been taken to ensure the accuracy of the information in this publication, VisitSweden accepts no responsibility for any errors, omissions, or subsequent changes.

Business hours

Business hours

Monday-Friday 10am-3pm

Thursday 10am-4/5:30pm

In some cities banks may stay open until 6pm and may be open on Saturdays. All banks are closed on public holidays. Banks at airports, ports and main railway stations are generally open longer.

Shopping hours

Monday-Friday 9:30am-8pm

Saturday 9:30am-2/4pm

In larger towns, department stores remain open until 7pm or later. Some are also open on Sundays between approx. 12 noon and 4pm. Shops generally close early the day before a public holiday.

Cellular phones

Cell phones are widely used in Sweden. You can link up to GSM networks after having changed your band from 1900 to 900 or 1800 MHz. This requires a GSM international phone. Cell phones may also be rented prior to your trip at the addresses below.

Cellhire USA LLC

Ph: +1 877-244-7242

www.cellhire.com

Möbal Communications Inc

Ph: +1 888-888-9162

www.mobalrental.com

City cards

The Stockholm Card ("Stockholmskortet") offers free public transportation in Stockholm and the surrounding area, free admission to 75 museums and attractions, free sightseeing by boat and several other benefits. Price example: SEK 425 (approx. \$61) for 24 hours; Children age 7-17: SEK 195 (approx. \$28) for 24 hours. The Stockholm Card is available at tourist information offices in Stockholm and the surrounding area, SL (Stockholm Transit Authority) information centers, most campsites, and youth hostels, or online at www.stockholmtown.com/stockholmscard

The SL Tourist Card gives free public transportation throughout the Greater Stockholm area. Price example: SEK 100 (approx. \$14) for 24 hours (SEK 60, approx. \$9 for children under 18 and senior citizens). www.sl.se

The Gothenburg Pass ("GöteborgsPasset") gives you free admission to attractions and museums, several sightseeing tours by bus or boat, parking and free travel on public transport. It also entitles you to some great shopping discounts in selected stores. The card may be purchased at Gothenburg tourist offices or online at www.goteborg.com. Price example: SEK 245 (approx. \$35) for 24 hours; SEK 170 (approx. \$24) and for children under the age of 17.

The Malmö Card ("Malmökortet") entitles you to free rides on local buses and free parking. It also includes such things as free entrance to Malmöhus Castle and Malmö Museums, discount on sightseeing by bus, shopping card with discounts in many shops and restaurants and much more. The card is available at the Malmö Tourist Office.

Price example: approx. SEK 170 (approx. \$24) for 24 hours. It is valid for one adult and two children up to age 16. For more information www.malmo.se/malmokard

Climate/Temperature

Sweden enjoys a generally temperate climate, thanks to the Gulf Stream, but temperatures can vary in different parts of the country. Average day temperatures (Celsius/Fahrenheit):

Jan	Feb	Mar	Apr	May	Jun
-15/29	0.5/31	3/37	9/48	16/60	21/69
Jul	Aug	Sep	Oct	Nov	Dec
22/72	21/70	15/59	11/52	5/41	1/34

Clothing

During the summer the weather in Sweden is mild and pleasant. Pack casual summer clothes, and a few medium-weight sweaters, a light jacket or raincoat. An overcoat is necessary in the autumn, winter and spring. Comfortable, low-heeled shoes are important, not only for the countryside, but also for sightseeing along cobblestoned streets. Swedes like fashion; however, they avoid standing out in glitzy attire and will never abandon their jeans for too long. In restaurants and for business, a jacket and tie are expected for gentlemen. Slacks are acceptable for women on any occasion, including business.

Credit cards

Major credit cards (some restrictions apply to American Express) are widely accepted throughout Sweden at banks, hotels, stores, restaurants, taxis, car rental companies, and for air, ship and rail tickets. You can access cash with your Visa, MasterCard, Maestro or Cirrus card at any "Bankomat" or "Utagsautomat" ATM.

Currency

The monetary unit in Sweden is the krona (plural "kronor") and equals 100 öre. Bank notes are printed in values of 20, 50, 100, 500 and 1,000 kronor; 1, 5 and 10 kronor. There is no limit on the amount of Swedish and foreign currency that may be taken into Sweden.

The approximate exchange rate as per October 1, 2010 was \$1= 7

Drinking water

The tap water in Sweden is of great quality and perfectly safe to drink.

Duty-free allowances

For details, contact diplomatic representatives or visit Tullverket at www.tullverket.se

Electrical current

The normal electrical current in Sweden is 220 volts AC in 50 cycles. Plugs and sockets differ from those in North America, so travelers should bring adapters or transformers for electrical appliances such as hairdryers and shavers. Some hotels and shops in larger cities can supply adapters.

Laptop computers that are made to work on both 110 and 220 volts can be used in Sweden with an adapter. For laptop computers working on 110 volts only, transformers are also necessary.

Emergency numbers

For any emergency, dial 112. Emergency calls from pay phones are free of charge.

Food and Restaurants

Sweden has attained an international reputation for culinary excellence in recent years and standards are high at all levels. Emphasis is placed on high-quality natural ingredients - notably fresh, pickled and smoked seafood (particularly herring, crayfish, salmon and eel) and game meats such as elk and reindeer. And don't forget to sample the Swedish smörgåsar. There is a great variety of restaurants - from local eateries to Michelin starred dining, as well as plenty of cafés and cafeterias for lighter snacks.

Foreign exchange

FOREX exchange offices are usually centrally located in the larger cities. Branches may also be found at major airports, major ferry terminals and railway stations.

www.forex.se

X-Change Exchange Shops are centrally located at various cities in Sweden and may also be found at major airports.

www.x-change.se

Heritage

Approximately 12 million Americans and Canadians have Swedish roots. The Swedish Emigrant Institute, a national research center, helps clients find living relatives and establish contact with them.

The Institute also arranges courses in genealogy and assists in the reading of old hand-written documents. It has Europe's largest collection of emigration history and the collections cover the 1846-1930 period of Swedish overseas migration. During that time 1.2 million people left Sweden.

Researchers are requested to get in touch well in advance, and give as many details as they can about their ancestors, to help the staff prepare for a researcher's visit.

Tracing can be done online at www.genline.com or through Family History Library, www.familysearch.org

Language

Travelers can leave their phrase books at home when they go to Sweden. Most Swedes speak English.

Medical care

Most hotels and other accommodations in Sweden maintain contact with a nearby doctor, who can be summoned quickly in case of illness. Municipal authorities supply emergency medical care and hotel staff can direct guests to local emergency centers or hospitals. Citizens from North America and other countries from outside the EEA countries must pay for the medical treatment. Make sure that you are covered by your health insurance and bring necessary documents on your trip.

If you need medical services during your stay in Sweden, visit the nearest clinic (Vårdcentral) or hospital emergency room (Akutmottagning). Bring your passport, documents and health insurance.

Information on healthcare is available from Stockholm Care, Ph: +46-8-672 24 00, E-mail info@stockholmcare.se, www.stockholmcare.se

Midnight Sun

In northern Sweden, above the Arctic Circle, the Midnight Sun is visible 24 hours a day. In Abisko, one of the most northern towns in Sweden, the Midnight Sun can be seen 27 May - 18 July.

Northern Lights

The Northern Lights, or Aurora Borealis, are the fluttering, bright lights that can be observed in the sky over the northern most parts of the world. The best viewing areas in Sweden are above the Arctic Circle between September and March. Since the phenomenon is caused by energy from the sun carried toward Earth on solar winds, there is no guarantee that it will appear.

Passports and Visas

A valid passport entitles North American citizens to a three-month stay in Sweden.

Citizens of other countries should check with a Swedish diplomatic representative in their home country.

Pharmacies

Prescriptions are dispensed at pharmacies ("Apotek"), which are generally open during normal shopping hours. In major cities, 24-hour service is available. If you are already on medication, make sure you have an adequate supply before leaving for Sweden.

Public holidays

There are several public holidays in Sweden. The major ones are New Year's Eve, Christmas Day and Midsummer's Day.

Public phones

When calling Sweden from North America, please dial 011 46 followed by the area code (omitting the initial zero) and the number required. When calling abroad from Sweden, dial 00 plus the country code, followed by the area code and phone number.

Right of Public Access

The Swedish countryside is open to everyone. You are allowed to walk, jog, cycle, ride or ski through the forests and countryside and across other people's land, provided you don't cause any damage to crops, tree plantations or other sensitive land. Don't disturb and don't destroy - that's the main rule when it comes to understanding the Swedish Right of Public Access ("Allemansrätten"). Visitors to the countryside are requested to observe a few common-sense guidelines:
For further information, visit www.naturvardsverket.se

Shopping/VAT

Sweden has set the pace for modern design the world over. High-quality cutlery, china, sports equipment, textiles, handicrafts, furs, crystal, jewelry, silver, fine glassware, pottery, furniture, quality cars and cellular phones abound in Sweden.

Bargain hunting

Look for signs indicating sales. "REA" indicates a sale; "Extrapris", used along with red price labels, indicates discounts of at least 10 percent; and "Fynd" indicates special offers.

Best buys

High-quality glass and crystal are widely available throughout Sweden. For bargains on low-cost "seconds" visit the major glassworks shops, such as Orrefors, Kosta Boda, etc., in Småland. For ceramics, Nya Höganas-Keramik, at Höganas in southern Sweden, offers bargains at up to 40 percent below normal retail prices. Everywhere in Sweden, even in small villages, you will find "hemslojd" shops where you can buy traditional handicrafts like knitwear, needlework and wood-carvings. Many traditional markets and country fairs are held in Sweden throughout the year. Some are big events attracting thousands of visitors. Inquire at local tourist offices about markets in the area you are visiting.

Tax-free shopping

In Sweden, value-added tax (VAT) is included in the purchase price of nearly everything you buy. Tax Free Shopping, offered by Global Refund, is a simple system for non-EU residents that refunds the VAT portion of your purchases. More than 7,000 retail outlets offer the service. You can receive refunds of up to 17.5 percent of the purchase price of your goods. When purchasing goods, ask for a Refund Check to be issued and your items to be sealed. A Global Refund Check can be cashed upon departure from the EU at over 200 international cash refund offices.

For more information, visit www.globalrefund.com.

Time difference

Sweden observes Central European Time, which is 1 hour ahead of Greenwich Mean Time, 6 hours ahead of Eastern Standard Time, 7 hours ahead of Central Standard Time and 9 hours ahead of Pacific Time. Clocks are put forward 1 hour for Daylight Savings Time during the summer months (late March to late October).

Tipping

An outstretched hand in Sweden more often welcomes a handshake than a tip. A service charge is automatically included in most hotel bills. Tipping for special services provided by hotel staff is fine, but is not expected and is simply a matter of personal taste. At restaurants, a service charge is included in the bill, but a small gratuity is expected for evening meals. Taxi drivers can be given a tip. Porters and cloakroom attendants often charge fixed fees. Doormen at hotels and restaurants are tipped modestly.

Tourist offices

Sweden has 333 authorized tourist information offices, all offering excellent service by multi-lingual staff. For general tourism information about Sweden in English when you are in Sweden please call +46-620-150 10.
www.turism.se.

Travel for the physically challenged

Sweden is a welcoming destination for physically challenged people. Many hotels provide specially adapted rooms and public transportation is generally available for disabled travelers.

For more information, visit VisitSweden's travel guide on the web: www.visitsweden.com/sweden/Sweden-Facts/How-you-do-things-in-Sweden/Disabled-travellers

Information on hotels adapted for travelers with disabilities:
www.equality.se

Travelers' checks

Travelers' checks are generally accepted as payment throughout Sweden. Change will be given in Swedish kronor. Please note that a nominal fee is charged when using the checks as payment.

Accommodations

For accommodations in Sweden please visit
www.visitsweden.com/sweden/Accommodation/Book-online

Cabins and holiday homes

Cabins and holiday homes are very popular in Sweden, often in idyllic locations by a lake or near the sea. Cottages and cabins are available for rent in most areas. A typical price for a week's rental starts at \$350. Contact the local tourist information offices for more info.
www.turism.se, www.sverigeturism.se/stugor, www.stuga.nu

Camping

Sweden has some of the finest campsites in Europe, usually located in picturesque surroundings. Camping chalets and cottages, caravans and motor homes can also be rented.

Further information can be obtained from:
Swedish Camping Site Owners Association (SCR)
Ph: +46-31 355 60 00
www.scr.se

Hotels

Sweden has a wide choice of high-standard hotels in all price categories. Most Swedish hotels include a lavish breakfast buffet and offer specials for families. Reduced prices are available on weekends throughout the year, and also on weekdays from mid-June to mid-August.
www.stayinsweden.se. Many hotels offer Wifi.

Youth and family hostels

Sweden's youth and family hostels, known as "vandrarhem", offer facilities for an inexpensive vacation and are located all over the country, including the mountain regions. All ages are welcome. More than 300 are operated by The Swedish Touring Association. Ph: +46-8-463 21 00, E-mail: info@stfturist.se, www.stfturist.se.

Transportation

Air travel

To Sweden from North America

Direct services from Newark and Chicago to Stockholm, are operated by SAS Scandinavian Airlines. Continental Airlines and Delta offer non-stop service from New York to Stockholm. For vacation in Skåne, flying to Copenhagen is an option. SAS has direct flights to Copenhagen from New York, Washington and Chicago.

Most European airlines fly to Stockholm and Gothenburg from North America via connection in Europe.
Visit <http://www.swedavia.se> for more info.

To Sweden from Europe

SAS Scandinavian Airlines joins with all major European air carriers in linking major Swedish cities to the rest of the continent on a daily basis. Several low-cost airlines, such as Ryanair and Sterling, offer services from Sweden to many cities in Europe. For more information, visit <http://www.swedavia.se>

Airport transfers

LFV informs about most airport transfers on their website;
www.lfv.se

Stockholm (Arlanda) Airport

Express train: The Arlanda Express, the journey takes 20 minutes. More information: www.arlandaexpress.com.

Bus: The journey takes 45 minutes. For more information, visit www.flygbussarna.se.

Regional buses operate between Uppsala Central Station and Arlanda for most of the day. Travel time is 40 minutes.

Taxi: Most companies have fixed rates on transfers to and from the Airport ranging from SEK 395-500 (\$55-70). Make sure to confirm the rate before you leave the airport. Flygtaxi (Airport taxi) offers a car service that can be pre-booked online: www.flygtaxi.se/en, or by calling +46-8-120 92 000.

Gothenburg Landvetter Airport

Bus: The journey takes 30 minutes. For more information, visit www.flygbussarna.se.

Taxi: Most companies have fixed rates between the Landvetter Airport to the center of Gothenburg in the price range of SEK 325 (Approx \$45). Always ask for the price before the trip. Flygtaxi (Airport taxi) offers a car service that can be prebooked online: www.flygtaxi.se/en, or by calling +46-8-120 92 000.

Copenhagen Kastrup Airport, Denmark

Train: Direct trains operate every 20 minutes between Copenhagen Airport and Malmö Central Station and to other destinations in Sweden via the Öresund Bridge. The trip takes 24 minutes.

Rail travel

The Swedish Rail Network

Sweden has a highly efficient rail network spanning the entire country. Visitors travel smoothly and comfortably across the countryside on some of Europe's most modern trains, in first or second class cars. On longer trips, couchettes and sleeping car facilities are provided and long distance trains generally have a buffet car.

The Swedish high-speed train X2000, travels at up to 200 km/hour (125 mph) on all major routes and offers the highest standards of comfort, with radio and music channel outlets by all seats. In full-fare business class you will be served a meal at your seat, and in second class you have access to a Bistro car, where hot or cold meals are available. More information: www.sj.se

European Rail Passes

The Eurail Group is a cooperation of 30 European Railway companies and shipping lines, which offers a number of different rail passes to non-European residents. The Eurail Passes entitle you to hop on and off trains in Europe, just choose the number of countries and travel days you prefer. For more information about the passes, visit: www.eurail.com

Regional and local tourist offices

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Regional and local tourist offices

Stockholm and surrounding area

Stockholm Tourist Center
 Vasagatan 14
 SE-111 20 Stockholm
 Ph: +46 (0)8 508 285 08
 touristinfo@stockholm.se
 www.stockholmtown.com

Uppsala Tourism
 Fyrstorg 8
 SE-753 10 Uppsala
 Ph: +46 (0)18 727 48 00
 Fax: +46 (0)18 12 43 20
 info@uppsalaturism.se
 www.uppsala.to

Sörmlands Tourism
 Västra Kvarngatan 62
 SE-611 32 Nyköping
 Ph: +46 (0)155 22 27 70
 Fax: +46 (0)155 28 83 69
 stua@stua.se
 www.stua.se

**Västmanlands Kommuner
 & Landsting**
 (Association of Lokal
 Authorities and County Council)
 Norra Källgatan 22
 SE-722 11 Västerås
 Ph: +46 (0)21 39 79 40
 Fax: +46 (0)21 41 66 84
 info@vkl.se
 www.vastmanland.se

North Sweden

Swedish Lapland
 Kyrkogatan 13
 SE-972 32 Luleå
 Ph: +46 (0)920 25 79 90
 info@swedishlapland.com
 www.swedishlapland.com

Kiruna Lapland Tourist Office
 Lars Janssons gatan 17
 (Folkets Hus)
 SE-981 31 Kiruna
 Ph: +46 (0)980 188 80
 Fax: +46 (0)980 182 86
 info@kirunalapland.se
 www.kirunalapland.se

Västerbottens Tourism
 Västra Norrlandsgatan 13
 Box 443
 SE-901 09 Umeå
 Ph: +46 (0)90 16 57 00
 Fax: +46 (0)90 77 05 91
 www.vasterbotten.net

Jämtland Härjedalen Tourism
 Rådhusgatan 44
 SE-831 82 Östersund
 Ph: +46 (0)63 14 40 22
 Fax: +46 (0)63 10 93 35
 info@jamtland.se
 www.jamtland.se

Mitt Sverige Tourism
 Gänsviksvägen 4
 SE-871 60 Härnösand
 Ph: +46 (0)611 55 77 50
 info@mittsverigeturism.se
 www.mittsverigeturism.se

**Central Sweden
 Tourist Information Dalarna**
 Trotsgatan 10-12
 SE-791 83 Falun
 Ph: +46 (0)23 640 04
 Fax: +46 (0)23 833 14
 turistinformation@dalarna.se
 www.dalarna.se

Hälsingland Tourism Ek förening
 Collinigatan 12
 SE- 821 43 Bollnäs
 Ph: +46 (0)278 62 40 08
 Fax: +46 (0)278 62 40 09
 info@halsingland.se
 www.halsingland.com

Gävle Turistbyrå
 Drottninggatan 22
 801 84 Gävle
 Ph: +46 (0)26 17 71 17
 Fax: +46 (0)26 17 71 20
 turist@gavle.se
 www.gavle.se

Värmland Tourism Board
 Visit Värmland
 Lagergrens gata 2
 SE-651 15 Karlstad
 Ph: +46 (0)54 701 10 00
 Fax: +46 (0)54 701 10 01
 visit@varmland.se
 www.varmland.org

West Sweden

West Sweden Tourist Board
 Kungssportsavenyn 31-35
 SE-411 36 Göteborg
 Ph: +46 (0)31 81 83 00
 Fax: +46 (0)31 81 83 01
 info@vastverige.com
 www.west-sweden.com

Göteborg & Co
 Kungssportsplatsen 2
 & Nordstadstorget
 SE-411 10 Göteborg
 Ph: +46 (0)31 368 42 00
 Fax: +46 (0)31 368 42 38
 turistinfo@goteborg.com
 chatservice online on
 www.goteborg.com

Region Halland/halland.se
 Kristian IV:s väg 1
 Box 538
 SE-301 80 Halmstad
 Ph: +46 (0)35 17 98 00
 Fax: +46 (0)35 12 12 37
 info@halland.se
 www.halland.se

East Sweden

East Sweden Tourist Board
 Drottninggatan 24
 SE- 601 81 Norrköping
 Ph: +46 (0)11 19 65 00
 Fax: +46 (0)11 19 44 61
 info@ostsvenskaturistradet.se
 www.ostergotland.info

South-East Sweden

Gotlands Tourist Association
 Skeppsbron 4-6
 SE-621 57 Visby
 Ph: +46 (0)498 20 17 00
 Fax: +46 (0)498 20 17 17
 info@gotland.info
 www.gotland.info

**Eastern Småland & Öland
 (Regionförbundet Kalmar län)**
 Box 762
 SE-391 27 Kalmar
 Ph: +46 (0)480 44 83 30
 Fax: +46 (0)480 546 54
 www.smaland-oland.se

Smålands Tourism
 Västra Storgatan 18 A
 SE-551 11 Jönköping
 Ph: +46 (0)36 35 12 70
 info@visitsmaland.se
 www.visitsmaland.se

Southern Småland Tourist Board
 Kungsgatan 10
 SE-352 33 Vaxjö
 Ph: +46 (0)470 74 25 70
 Fax: +46 (0)470 74 25 39
 sodrasmaland@visit-smaland.com
 www.visit-smaland.com

Öland Tourism AB
 Box 74, Turistvägen, Brofästet
 SE-386 21 Färjestaden
 Ph: +46 (0)485 56 06 00
 Fax: +46 (0)485 56 06 05
 info@olandsturist.se
 www.olandsturist.se

Region Blekinge
 Ronnebygatan 2
 SE-371 32 Karlskrona
 Ph: +46 (0)455 30 50 20
 Fax: +46 (0)455 30 50 10
 info@regionblekinge.se
 www.blekinge.se

South Sweden

Tourism in Skåne AB
 Dockplatsen 26, Malmö
 SE-205 25 Malmö
 Ph: +46 (0)40 675 30 01
 Fax: +46 (0)40 611 02 06
 tourism@skane.com
 www.skane.com

Malmö Tourism
 Skeppsbron 2
 SE-211 20 Malmö
 Ph: +46 (0)40 34 12 00
 Fax: +46 (0)40 34 12 09
 malmo.turism@malmo.se

Malmö Turism Skånegården
 Skånegårdsvägen 5
 SE-218 36 Bunkelöstrand
 Ph: +46 (0)40 34 12 05

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www.facebook.com/swedentravel

facebook

Follow our updates on Twitter in real time.
 Click to see our tweets:
<http://twitter.com/travelsweden>

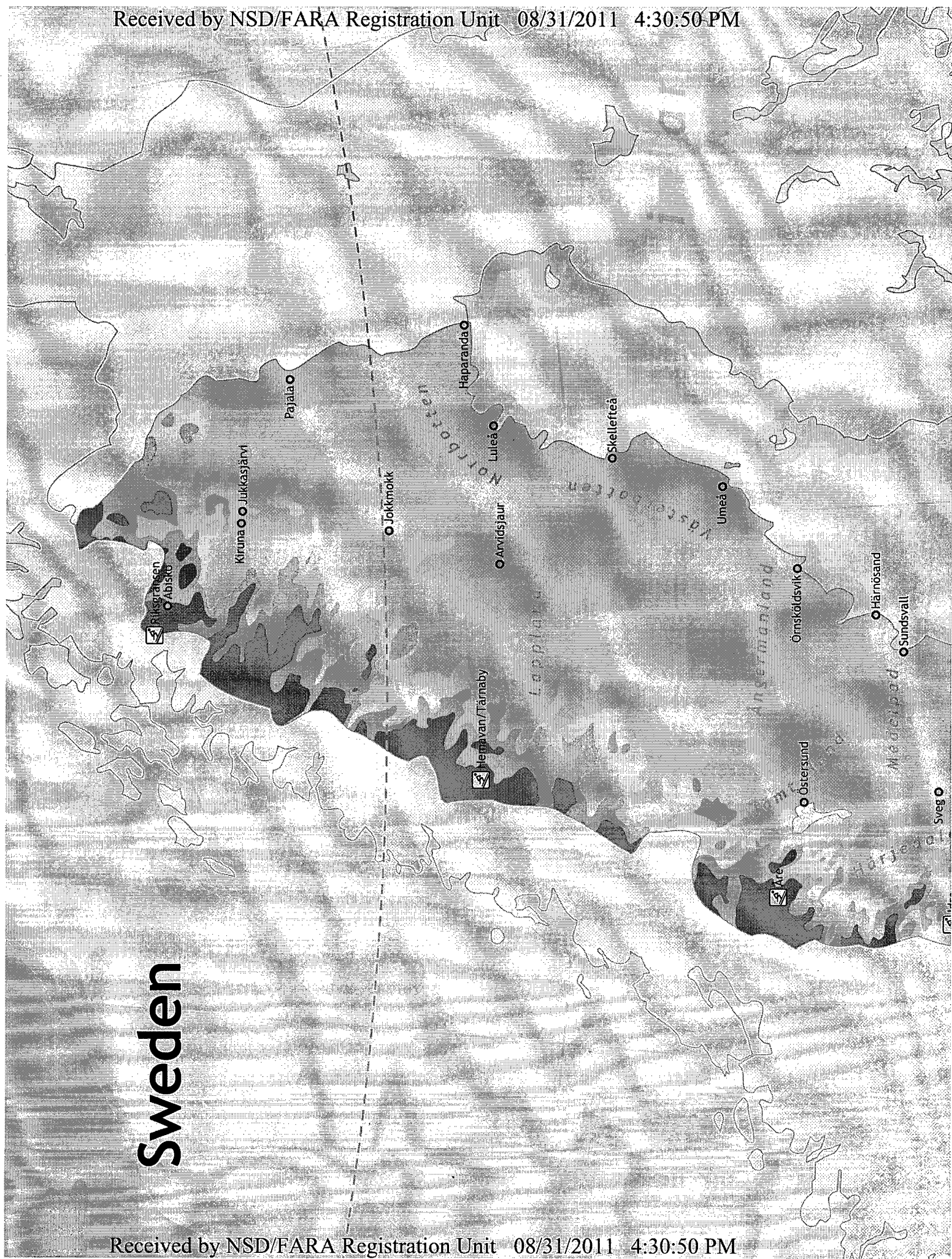
twitter

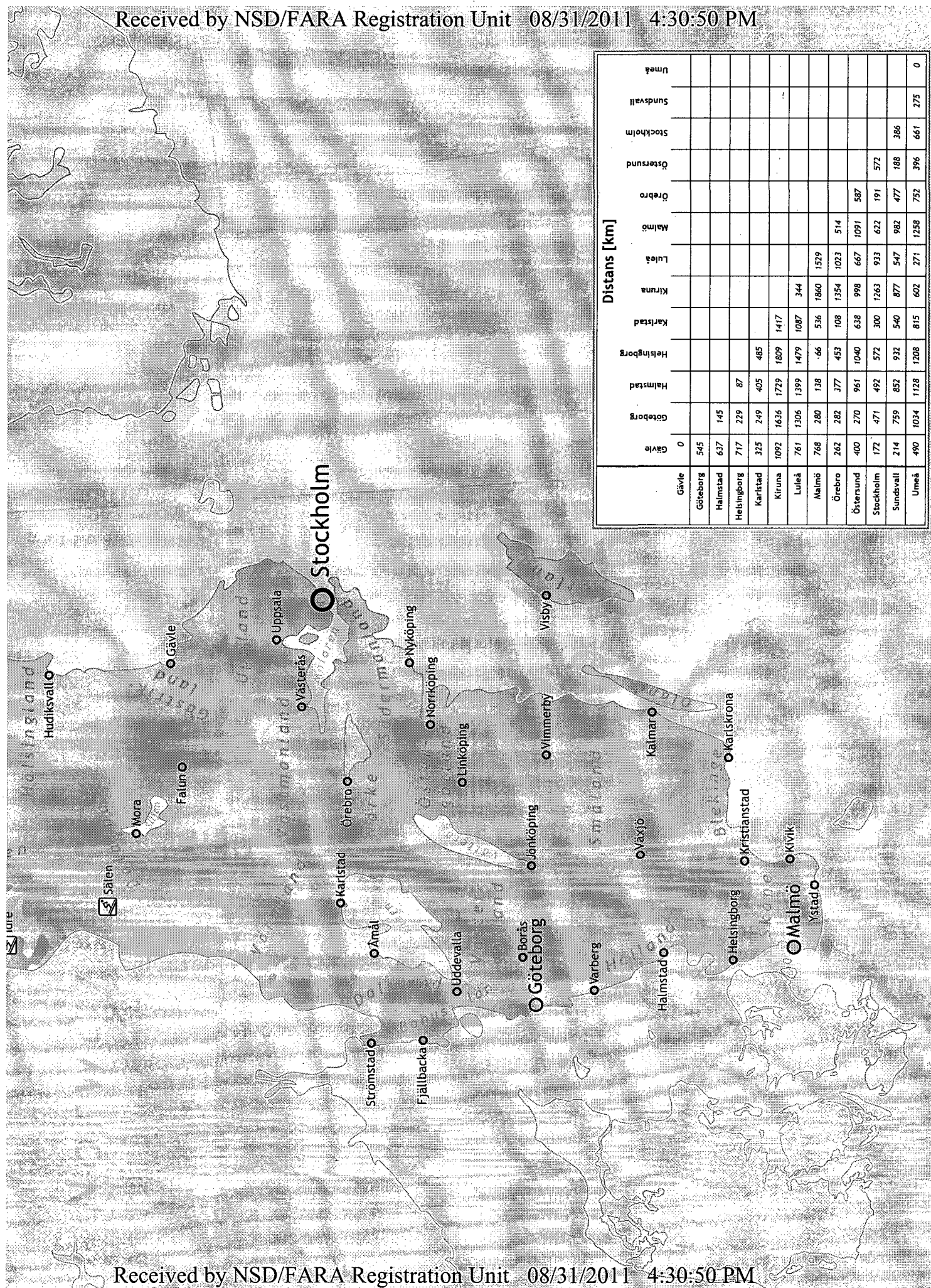
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